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**AI & Consumer Protection of Thailand**

**Presentation**

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# AI & Consumer Protection of Thailand

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# OCPB's implementation of AI

1. Consumer Complaint Handling
2. Fraud Detection in Advertisements

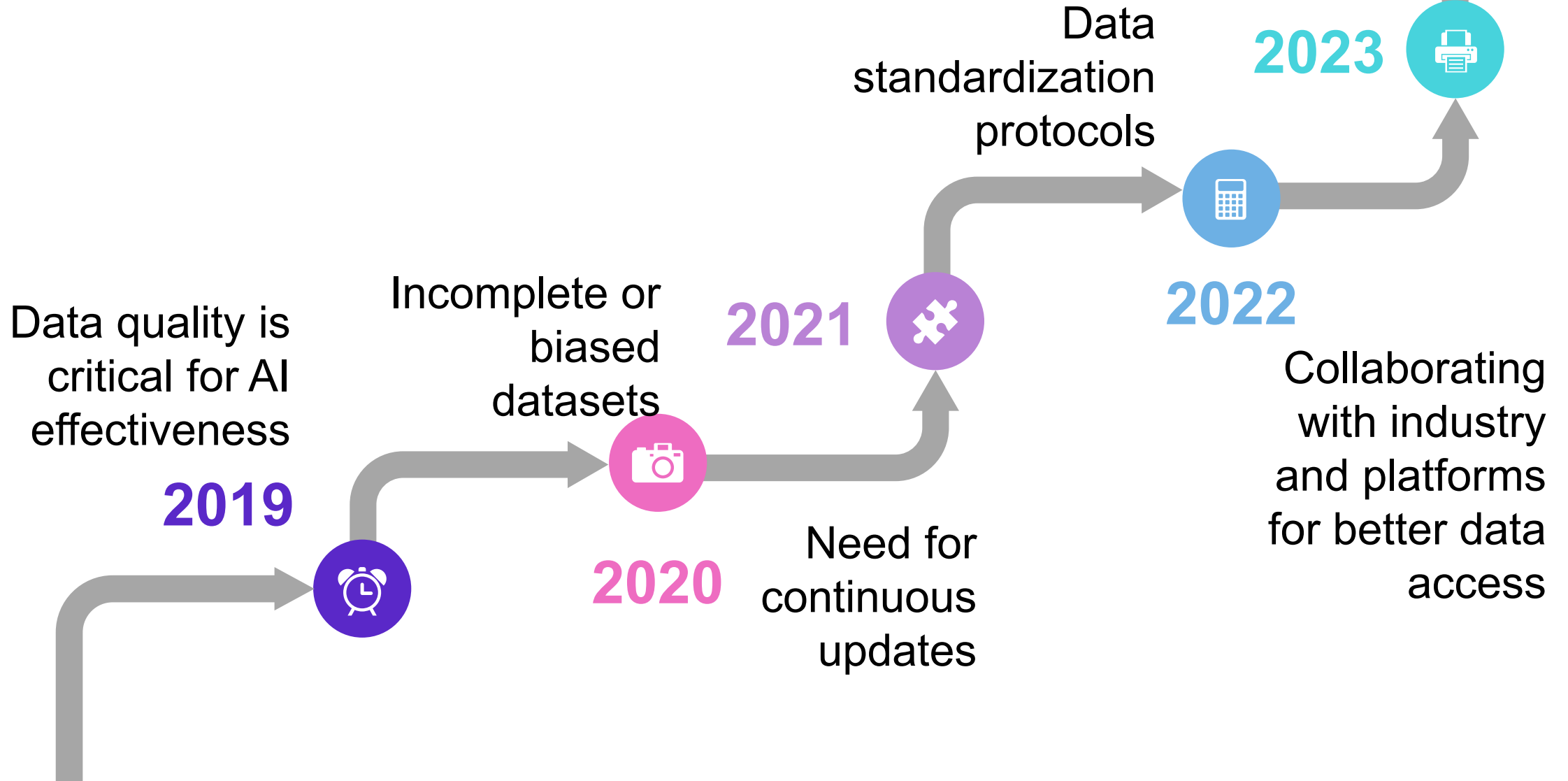




# Choosing the Right AI Tools

- 01**      **Easy to access**
- 02**      **Scalability and adaptability**
- 03**      **Integration with existing systems**

# Challenges in Data Cleaning & Preparation



# Integrating AI into Enforcement Workflows

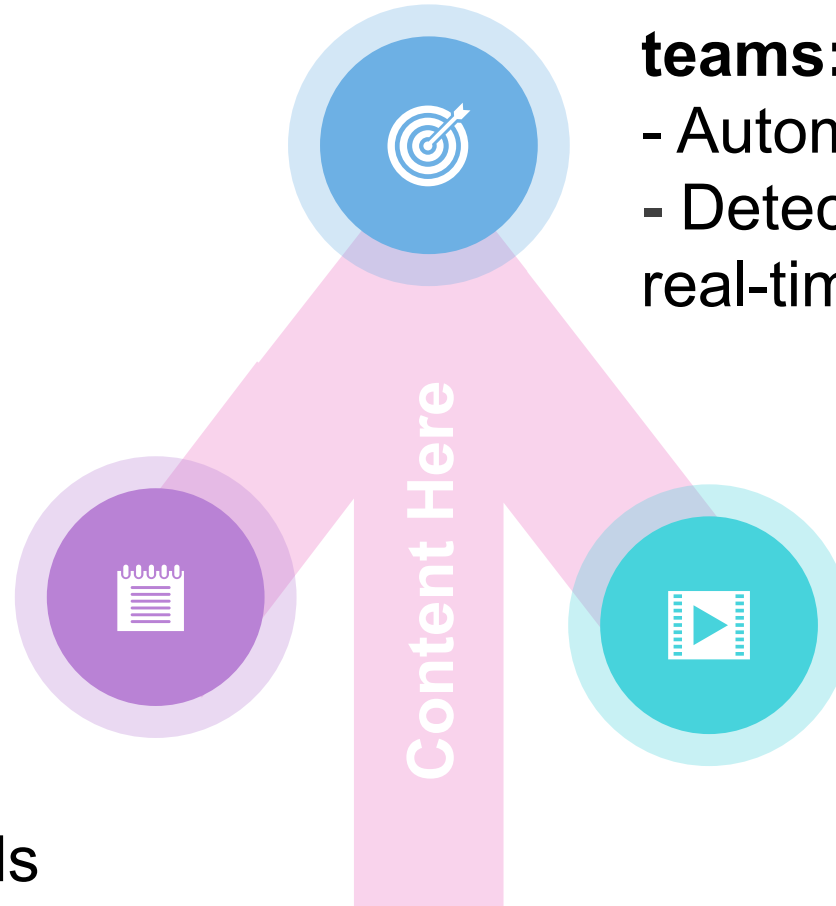
## How AI assists enforcement teams:

- Automating complaint triage
- Detecting fraud patterns in real-time

## Challenges in implementation:

- Resistance to change
- Ensuring AI outputs align with legal standards

## Strategies for smooth integration



# Training Challenges & Human Supervision



**AI** is a tool, not a replacement for human judgment.

**Need** for specialized training in:

- Understanding AI decisions
- Adjusting AI models based on real-world cases

**Importance** of a human-in-the-loop approach

# Cybersecurity & Data Protection Considerations



## System handle

AI systems handle sensitive consumer data



## Key risks

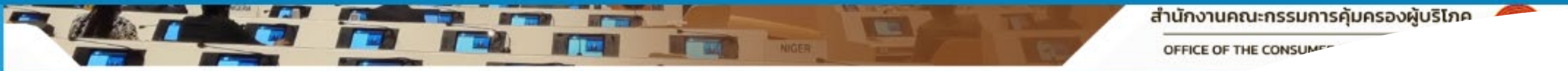
- Data breaches
- AI model manipulation



## Best practices

- Compliance with privacy law
- Regular security audits





## OCPB Service Online



Complaints  
Online



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## Case Study

The OCPB connect System  
&  
Advertising Monitoring System

# Future Outlook & Next Steps



Expanding AI capabilities in predictive analytics



Strengthening international cooperation on AI-driven consumer protection



THANK YOU

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