

Study on Artificial Intelligence – Exacerbated Privacy Threat: Legal Consideration

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Abstract: *AI is not imminently replacing jobs due to its advanced capabilities, but recent generative AI applications like ChatGPT have made significant strides in AI history. India lacks a comprehensive regulatory regime for privacy rights and data protection, but the Information Technology Act, 2000 and the Personal Data Protection Bill, 2019 aim to protect individual rights and establish a regulatory body. India has launched a national program on AI (NPAI) to harness the potential benefits of AI and transformative technologies. However, the digitization of personal information has led to a conflict between privacy and data protection. Data protection laws are needed to regulate and process data, protect individual rights, enforce privacy and security rules against unauthorized access, and impose penalties for non-compliance. AI systems are reliant on personal data, which poses risks to data privacy, including potential privacy violations, biases, discrimination, and data misuse. To minimize the risks to data privacy, individuals, organizations, and governments must take steps to protect personal data from privacy violations, biases, and misuse.*

Keywords: Artificial intelligence, Right to Privacy, The Digital Age, It Act, Digital Protection Act.

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