



HOW CAN STANDARDS HELP CONSUMERS TRUST AI?

What is AI?

According to the European AI Act, 'AI system' means a machine-based system that is designed to operate with varying levels of autonomy and that may exhibit adaptiveness after deployment, and that, for explicit or implicit objectives, infers, from the input it receives, how to generate outputs such as predictions, content, recommendations, or decisions that can influence physical or virtual environment¹.

In short, Artificial Intelligence can be described as advanced technologies that allow machines to simulate different aspects of human intelligence with varying degrees of autonomy.

¹ Regulation (EU) 2024/1689 laying down harmonised rules on artificial intelligence

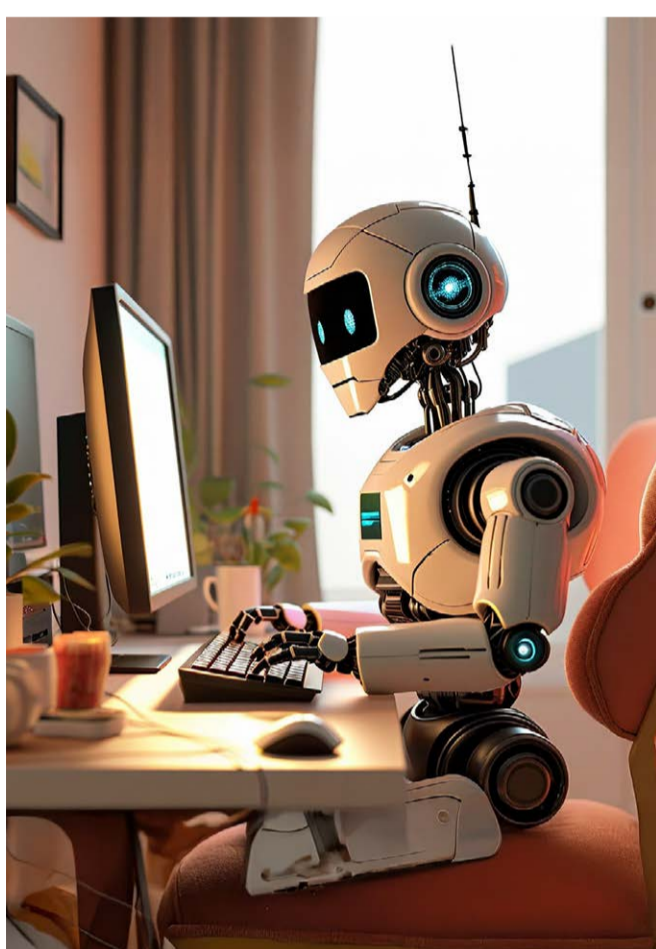


Image generated by artificial intelligence

What does it mean for consumers.....?

AI technologies are used more and more in consumer products and services such as for autonomous mobility and biometric authentication (face or voice recognition) or assessing credit worthiness.

As AI reduces human decision-making and intervention in the provision of products and services, how are consumer rights protected?

Why do we need Standards for AI?

Parts of the European AI Act are based on the New Legislative Framework/Product Safety approach for high-risk AI systems.

European Harmonised Standards will provide presumption of conformity with the legal requirements, thus reversing the burden of proof of compliance (the public authorities have to show lack of compliance).

The reference to Harmonised standards (or hEN) will be cited in the Official Journal of the European Union (OJEU).

To define these technical provisions, the European Commission has launched a standardisation request to CEN and CENELEC, two of the European standardisation organisations, which are in the process of drafting the AI standards (CEN-CENELEC JTC 21).

Concerns about AI standardisation

Performance of AI systems depends not only on their technical components, but on who uses the technology and for what purpose, in what context. This requires wider, contextual decisions about how to define and apply fundamental rights.

Trend towards setting single, globally relevant technology standards encourages a convergence between European and International standards. However, the participation of consumers and civil society is limited in standardisation and especially at the international level. Also, influence of non-democratic countries and powerful global industry voices is strong.

Consumer and civil society participation should be strengthened and adequately resourced.

What is AI Trustworthiness?

With its long-time experience in product and services standards, ANEC is actively contributing to the development of the AI European standards to ensure consumers rights are upheld and that consumers can trust AI.

European standards on AI high-risk systems should support the uptake of human-centric and trustworthy artificial intelligence (AI), while ensuring a high level of protection of health, safety, fundamental rights.

European AI Standards should provide legal certainty by defining clear and measurable requirements, setting the basis of Trustworthiness throughout the lifecycle of an AI system. The aim should be for each activity to be carried out in a trustworthy manner with end results and outcomes that meet the AI Act requirements. To ensure trustworthiness and consumer protection, European AI Standards should address risks throughout the entire AI lifecycle to shape the AI system decisions.

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Factsheet

