

**Question for written answer E-000737/2019
to the Commission**

Rule 130

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Subject: Personal Data Protection - Developing Artificial Intelligence (AI) Technologies

A recent briefing¹ requested by the European Parliament's IMCO Committee addresses the issue of protecting the personal data of consumers in the EU in developing artificial intelligence (AI) technologies. According to this briefing, the development of machine-learning algorithms, using personal data as 'raw material', may have uncontrollable negative effects, such as the manipulation of public opinion.

Against the background of examples such as the 'scandalous practices' that came to light through the Cambridge Analytica case (the manipulation of the outcome of the US elections through the interception of personal data), can the Commission say:

- 1) What arrangements are in place obliging Member States and the EU, within the framework of the General Data Protection Regulation (GDPR), to address such practices as public interventions, targeted advertising and price discrimination for goods and services, as described in the study?
- 2) How can the new European Data Protection Board be used to develop digital support tools for citizens²;
- 3) Which financial or other instruments (such as other AI technologies) will it use to strengthen the empowerment of civil society and organisations in the face of these phenomena, in view of the completion of the funding programme 'Rights, Equality, Citizenship 2014-2020'?

¹ Artificial Intelligence: Challenges for EU Citizens and Consumers,
[http://www.europarl.europa.eu/RegData/etudes/BRIE/2019/631043/IPOL_BRI\(2019\)631043_EN.pdf](http://www.europarl.europa.eu/RegData/etudes/BRIE/2019/631043/IPOL_BRI(2019)631043_EN.pdf)

² According to the briefing, 'privacy digital assistants/ consumer digital assistants'.