

ROBOTIC PROCESS AUTOMATION CONFERENCE

How Artificial Intelligence drives the new Data Strategy agenda: Privacy and Business management issues

Gianluigi M. Riva, Atty

Topic:

AI Vocal Interfaces and Data Protection issues in a business environment

Abstract:

Industry, customers and the entire world are facing two combined and contemporary revolutions: Internet of Things and Robots. Between them, a third, silent, revolution is already insinuating itself as a liquid into interstices of daily routine. If we can think to IoT is an environment, and to robots as bodies, artificial intelligence is instead the mind that governs the latter and explicate itself thanks to the former one.

In this scenario, Vocal Interfaces (a.k.a. Digital or Virtual Assistants) could be considered the most disruptive tools among AIs. In up to five years, this technology - born for smartphone - will be the reference point for every search, question, and communication, in the work environment as in the everyday life. Siri, Cortana, Echo, Google Home and many others are already here, and they are improving thanks to training their skills and capabilities directly with users. They scan every surrounding sound and record it, to allow machine learning extracting big data, defining patterns and creating users' behaviour profiles.

In few years, vocal interfaces will become an indispensable tool for everybody and for every business, as the smartphone did ten years ago. they will be a personal/work secretary who will filter every contact between the user and the world and who will control every automation, on humans' behalf. If we consider that they will be crossed with tracking technologies, wearables and – in a near future - with nanotech, we can have a taste of the power (and the potential threats) driven by our new day life assistants. As in every age, who controls information, controls everything. In this framework, vocal interfaces will play a key role in interacting with repetitive – or habitual – tasks, in assembly lines as well as in offices. At every level of the internal processes, the business management will slowly delegate tasks, and even decisions, to these new technological actors.

Business company are on the edge of this silent revolution as well as consumers, and possibly the formers are affected by this ongoing change even more. The companies' Data Strategy must be updated considering all the relevant information these tools, and their service suppliers, will intercept. All the business branches of both individual and technical knowledge inside a company will have to be properly protected from information "sniffing" and external influences. Data Protection, Cybersecurity and BYOD policy are further hot topic to consider in this scenario, that transversally cross all the companies' strategic assets.

The speaker will provide an overview of the matter and its relevant issues, with a focus on business related interests in this field. So, after a brief introduction on vocal interfaces and how they work, the it

will be given several theoretical tools to frame the matter in the legal realm, and, then, the speaker will deepen the practical issues that the industry will face, and some possible solutions. Several tips on strategic planning will be also given during the speech, as well as will be provided a space for answering questions from audience.

Short Bio:

I currently work as a Marie-Sklodowska Curie Ph.D. fellow at the UCD School of Information and Communication Studies and at the UCD Insight Centre For Data Analytics, within the TEAM-ITN European project. My research work is an interdisciplinary study focused on Law (Privacy, Contracts and Fundamental Rights), Ethics (Information theory), IT (new technologies and Artificial Intelligence) and Neuroscience (Behavioural Neuroscience, Neuromarketing). My research address how the cross application of Neuromarketing techniques, Brain-Computer Interfaces and artificial intelligence technologies can influence and enhance human behaviour in yielding data and sign contracts. In this framework, the focus is on the ethical and legal issues in Human-Machine interaction and hybridisation. My goal is to design legal frameworks, borders and guidelines for stakeholders in using and developing these technologies to apply the results of my studies to the E-Health Connected environment.

I am currently also part of the Management Committee of the European COST Action programme n. CA 16207 – EU Network for the problematic usage of the Internet – in which I represent Ireland. I am also the Of Counsel for Data Protection, Privacy and Data Strategy of the “Lo Buglio & Partners Law Firm”, as well as I am Teaching Assistant in IT Law at the University of Pavia, Law School, Italy

Before joining UCD I use to be an Italian qualified lawyer, working - before - as an Attorney at Law and - then - as a Legal Counsel in IT, Privacy and Cyber Security fields for SME and start-ups. I am a certified DPO (Data Protection Officer), an ADR (Alternative Dispute Resolution) qualified mediator. I also worked in Shanghai, China, as legal counsel in a start-up seed development project. Before these experiences, I worked as a notary trainee and, during my university studies, I worked as a legal and commercial manager in the industrial field, as a legal advisor and hr manager in a SME and as a police officer during my voluntary 2 years long military service, in which I performed several confidential activities.

I hold a Master degree in Law and Economics and I graduated in 2010 at the University of Pavia, Italy with a thesis in Civil Procedure. I attended three years of post-graduated specialization courses in Contracts Law. I wrote as a columnist for several Italian newspapers. I co-founded the ELSA (European Law Student Association) Pavia section.

I am fellow of the Neurotheoretical and Mental Science Study Group of the I.R.C.C.S. “Fondazione Istituto Neurologico Nazionale C. Mondino” of Pavia, Italy and fellow of the Tech and Law Centre of Milan, Italy.