Guidance on AI and data protection >

The Guidance on AI and Data Protection has been updated after requests from UK industry to clarify requirements for fairness in AI. It also delivers on a key ICO25 commitment, which is to help organisations adopt new technologies while protecting people and vulnerable groups.

This update supports the UK government's vision of a pro-innovation approach to AI regulation and more specifically its intention to embed considerations of fairness into AI.

Explaining decisions made with AI >

This co-badged guidance by the ICO and The Alan Turing Institute aims to give organisations practical advice to help explain the processes, services and decisions delivered or assisted by AI, to the individuals affected by them.

AI and data protection risk toolkit >

ICO. AI toolkit is designed to provide further practical support to organisations to reduce the risks to individuals' rights and freedoms caused by their own AI systems.

Toolkit for organisations considering using data analytics >

The toolkit will be most helpful to you if your organisation is at the beginning of your data analytics project lifecycle. It will help you to recognise some of the central risks to the rights and freedoms of individuals created by the use of data analytics. It is designed to be a basic introduction to some of the risks to individuals that data analytics may create or exacerbate.

Generative AI: eight questions that developers and users need to ask >

3 April 2023

News stories about the implications of generative artificial intelligence (AI) and large language models (LLMs) are reaching a climax, with almost two thousand academics and technology experts signing a letter last week calling for a six-month moratorium.

LLMs (such as ChatGPT) and their use cases – from writing essays to powering chatbots or creating websites without human coding involved – have captured the world's imagination. But it is important to take a step back and reflect on how personal data is being used by a technology that has made its own CEO "a bit scared".

ChatGPT itself recently told me that "generative AI, like any other technology, has the potential to pose risks to data privacy if not used responsibly". And it doesn't take too much imagination to see the potential for a company to quickly damage a hard-earned relationship with customers through poor use of generative AI. But while the technology is novel, the principles of data protection law remain the same – and there is a clear roadmap for organisations to innovate in a way that respects people's privacy.

Organisations developing or using generative AI should be considering their data protection obligations from the outset, taking a data protection by design and by default approach. This isn't optional – if you're processing personal data, it's the law

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UK Information Commissioner issues preliminary enforcement notice against Snap >

06 October 2023

The Information Commissioner's Office (ICO) has issued Snap, Inc and Snap Group Limited (Snap) with a preliminary enforcement notice over potential failure to properly assess the privacy risks posed by Snap's generative AI chatbot 'My AI'.