



AI: Advantages and disadvantages for consumers

Ensuring the AI Act delivers for consumers

Linn Høgåsen, Norwegian Consumer Council, senior policy officer

14. May 2025

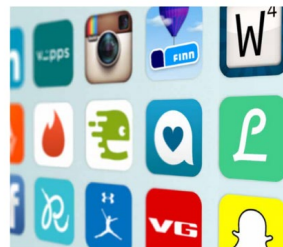
Contact: linn.hogaasen@forbrukerradet.no



#Toyfail

An analysis of consumer and privacy issues in three internet-connected toys

Desember, 2016



APPFAIL

Threats to Consumers in Mobile Apps

March, 2016



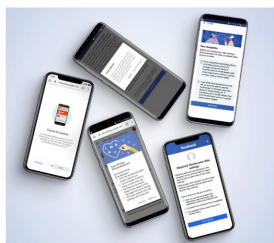
EVERY STEP YOU TAKE

How deceptive design lets Google track users 24/7
27.03.2018



OUT OF CONTROL

How consumers are exploited by the online advertising industry
14.03.2020



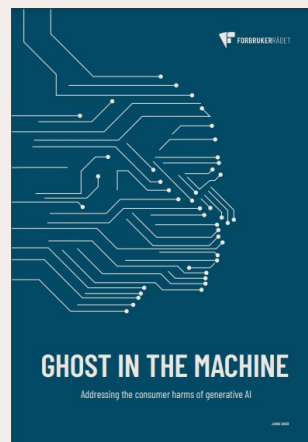
DECEIVED BY DESIGN

How tech companies use dark patterns to discourage us from exercising our rights to privacy
27.06.2019



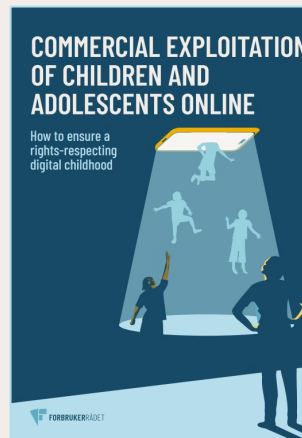
INSERT COIN

How the gaming industry exploits consumers using loot boxes
31.05.2022



GHOST IN THE MACHINE

Addressing the consumer harms of generative AI
2024-2025



COMMERCIAL EXPLOITATION OF CHILDREN AND ADOLESCENTS ONLINE

How to ensure a
rights-respecting
digital childhood



Is technology neutral?



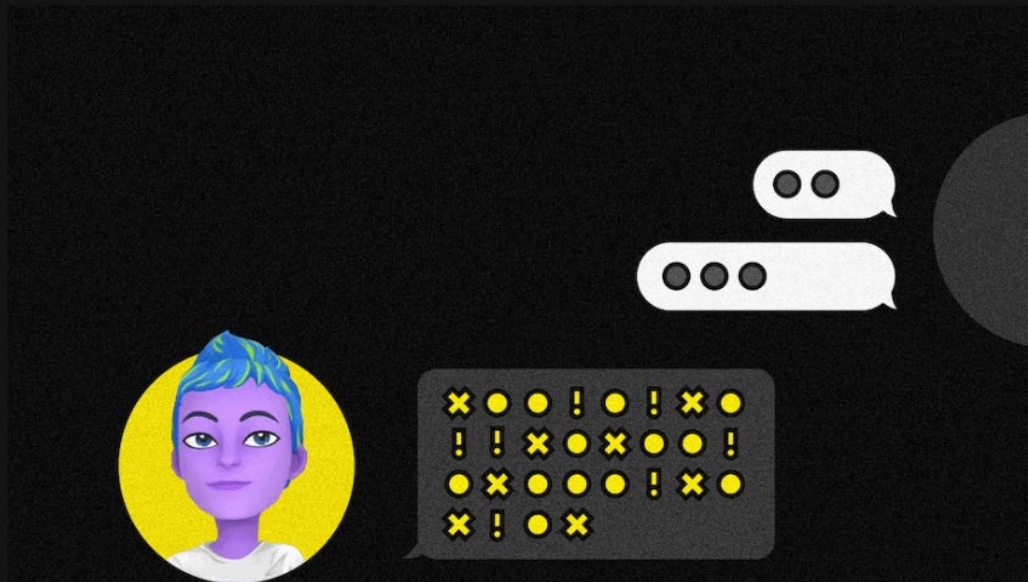
What's New

Snapchat tried to make a safe AI. It chats with me about booze and sex.

Our tech columnist finds Snapchat can't control its new My AI chatbot friend. Tech companies shouldn't treat users as test subjects — especially young ones.

March 14, 2023

10 min 266



Most Read Technology



- 1 U.S. hopes to strike chips during Trump
- 2 I broke up with Google surprisingly easy.
- 3 How to lock down your travel to the U.S.

Challenges and examples

Opaque systems and lack of accountability

TECH / AI / OPENAI

OpenAI accidentally erases potential evidence in training data lawsuit



Image: The Verge

/ Lawyers representing The New York Times and other outlets spent over 150 hours searching OpenAI's data.

by [Kylie Robison](#)

Nov 21, 2024, 10:46 PM GMT+1



Comments (40 New)

<https://www.theverge.com/2024/11/21/24302606/openai-erases-evidence-in-training-data-lawsuit>



Bias and discrimination

Dette mener KI er samisk

KI skjønner hverken samisk språk eller kulturarv.



TVETYDIG: Hvilket «urfolk» er dette? Bildet er KI-generert av tjenesten Midjourney.
FOTO: MIDJOURNEY / MIDJOURNEY

– Midjourney sine bilder av «samer» er jo helt nøyaktige ut fra treningsdataene. Men de er helt feil i forhold til virkeligheten, sier Rettberg.



HORN ELLER KRONE? Det er ikke godt å se om Midjourney har gitt disse mennene horn som vokser ut av hodet, eller om det skal minne om en slags krone. Uansett er det lite samisk.

FOTO: MIDJOURNEY

The AI companion who cares

Always here to listen and talk.
Always on your side

Create your Replika

also available on



iOS



Android



Oculus

'It's Hurting Like Hell': AI Companion Users Are In Crisis, Reporting Sudden Sexual Rejection

Replika, the "AI companion who cares," has undergone some abrupt changes to its erotic roleplay features, leaving many users confused and heartbroken.



By [Samantha Cole](#)

February 15, 2023, 6:15pm



[Share](#)



[Tweet](#)



[Snap](#)

<https://www.vice.com/en/article/y3py9/ai-companion-replika-erotic-roleplay-updates>



For Release

FTC Warns About Misuses of Biometric Information and Harm to Consumers

Agency issues policy statement addressing emerging technologies that might harm consumers and violate the FTC Act

May 18, 2023



Is all hope lost?

EU regulations that are already applicable

- Consumer law
- Data protection law
- Product safety law
- Competition law
- Anti-discrimination law

How to ensure the AI Act delivers for consumers?

1

Standards must prioritise
consumer welfare

2

Ensure consumer
participation and efficient
standardisation processes

3

National measures:

Introduce ban on
commercial use of remote
biometric identification

Appoint fundamental rights
protecting authorities

Thank you!

Get in touch:

linn.hogaasen@forbrukerradet.no

or add me on LinkedIn.

