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THE CACOPHONY OF DATA – TRANSPARENCY VIS-À-VIS PROTECTION

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A cognizant question, that every day we are dealing in is – What kind of world we want to live in? not only asking but also, we are responsible to answer it. The idea of Data is presently a concoction of power and currency in along with knowledge as the material coherence is our aspirations. “...law has to mandatorily keep up with the changes happening in terms of technology..” -*Dr. Menaka Guruswamy*, which primarily hints towards the provider and controller of the administer adjacency which includes big global giants (enterprises) including Alphabet Inc., Meta platforms, Inc. etc., who are further being addressed as “private bureaucrats” by Prof. Balkans.

Law vests the power to regulate these invaluable, ambiguous and humongous resources, in an entirety with the executives more in a practical scenario as the makers of every term and condition that any application comes into play daily at a global level.

On one hand out of the bunch of dormant information or data that is sitting in the cloud, being the constantly changing superfluous asset, with an exponential rise in complexities and lesser insight of effective usage by industry personnels that result in mayhem.

According to lead executives of Accenture (MNC), Cloud First Technology Pvt. Ltd., Trustpilot & StreetEasy – the whole idea to bridge a *silos* inside an organisation is all about creating window of data transparency which is the underlying fuel that makes run the entire organisation to an entire lifecycle view of product and its usage, that gives a clear and detailed view that benefits business, customer and general public.

“...we lose the freedom to be human” – *Tim cook*, as he rightly stated being apprehensive about our fundamental freedom of speech and expressions, which is at stake, alongside raising turmoil of exclusive copyright, for which global software developers are concerned about its checks and balances.

Keywords: Data, Transparency, Protection, Policies.

I. Introduction

What would happen if Socrates had been alive in the era of artificial intelligence? – Had he remained the wisest or the large language model collectively AI (Artificial intelligence)?

It is said that Socrates, even being the wisest, always claimed to lack both knowledge and wisdom. How is it possible? It is believed that on one of his investigations he revealed, those who claim of having knowledge, either do not know really what they purport to know or might know way lesser than their proclamation. This proves the fact that because Socrates was aware of his limitation of knowledge, neither thought or claimed to know more than he actually does made him the wisest man of all¹.

That computer is a dumb machine and it only works on provided elements. It makes guesses or if procrastinate, based on the catered statistical guesses with whole confidence. Out of the abundance of data that is available and the potential capacity of AI to grasp it and store is an understanding of parroting and not mere true understanding and utilising in an ethical way. Hence, AI should enhance our abilities and not contribute towards diminishing it, as per platonic view a true learning happens within an individual, as its “human-centric”.²

Now to understand this conception of hype and truth we have to delve a little into the technicalities of computer to get away with a notion of whether at all it is dumb or smart.

II. The Creed on accessibility of information vis-à-vis digital knowledge infrastructures

We seldom are able to choose our world to live in. The entire plethora of combination of power and currency in association with knowledge is a medium to satisfy our material well-being. The hype and the reality with AI should be disbursed and ultimately the final outcome of any impact being catered by it, is in terms of money earned via channelling the Data in the form of images, chatbots, descriptions, etc., that are injected in the large language models that further serves the final purpose.

¹ Carissa Véliz, What Socrates Can Teach Us About AI, <https://time.com/6299631/what-socrates-can-teach-us-about-ai/>, published on: August 1, 2023. (14 September, 2024).

² jkseamless71, Socrates, Phaedrus, and the Age of AI: The Paradox of Intelligence, <https://medium.com/@ballardjasona/socrates-phaedrus-and-the-age-of-ai-the-paradox-of-intelligence-421059497a77>, published on: 27th July 2024, (14th September 2024).

If we delve into deep psychological knowledge, we have our sub-conscious mind that have recreated the image of our organs in its own and thus, have a power to heal that imaginary recreated body from ailment³. This sub-conscious intelligence is the maker which could be compared with the scientists or engineers making this world of artificial intelligence that is the confident recreator of the information's available via the digital infrastructures which are required to be referred in need by humans, who are accepting those as true. Whereas, in cases of ailment or any wrong information provided, it rarely applies ethics and mostly comes out with an answer that may not be correct but, with the same level of confidence as before; there lies our carefulness.

II.i Ground plan on Artificial intelligence

In a roadmap⁴ to AI, where people are concerned, if AI can take away their jobs like they had already in comparison to the world before 2000's, or the whole chaos around legal rights especially copyrighted works, i.e, which one are the original and who is the owner of those works, etc. are a matter yet to be dealt with. According to researchers, we are going to see a better version of these generative models (AI) in the future along with more real information's, as the output.

Thus, the smarter a machine has become that can think, learn and communicate at the same time is actually the generative form of AI, which is limited by what has been feed inside it by some other intelligent human. We have always been under the influence of traditional AI conception, for example approval of an ATM card in the ATM machine that makes it able to withdraw the money, but the improved version of AI that also includes in it the capabilities of old methods are the new and improved AI with its indicative terminology, Generative (for example: ChatGPT) and these are the large language Models that helps in interaction of the computers with humans. The Large Language models work like an artificial neural network, similarly like our brain⁵.

³ (Dr.) Murphy Joseph, The Power of Subconscious mind, Embassy Books, Reprinted 2012, P-38.

⁴ Bombal David, You need to learn AI in 2024! (And here is your roadmap), https://www.youtube.com/watch?v=x1TqLcz_ug0&t=371s, Jan 07, 2024, (15th September 2024).

⁵ Henrik Kniberg, Generative AI in a Nutshell - how to survive and thrive in the age of AI, <https://www.youtube.com/watch?v=2IK3DFHRfw&t=18s>, published on: Jan 20, 2024.

Input



Hidden

Output

Fig I: Node Layers (Neural Network)

Like a lawman with a finite knowledge, if we try to understand the function of computers, we may consider it like a human brain having neural. Just like, if we look into Neural network which reflects human brains behaviour, it allows computer program to concede a particular pattern and answer common problems in field of AI/machine learning. Data sets are passed in these Node layers and they depend on training data.

We have learnt in school', the mathematical model of linear regression, that is used to predict future scenario's; now, if we think these nodes or this artificial neural network (ANN), as its self Linear regression model, then the weight of the connection which is between the nodes, determines the amount of hold each input has on the very output. Now, the data is transferred from one layer in the neural network to the other and is cater forward network⁶.

One premediated single node in the neural network decide, should we go surfing, and the decision to move on or not with it, is exactly our forecasted outcome.

So, if we try to look into the function, we have a platform or interface API (Application programming interface)⁷ which can work independently. To break it down, it is a software with specific a function where within an interface or contractual means and staying abide by the terms of it, two software's talk to each other in terms of requests and responses, thus, communicating on its own. It is mostly used by developers and many a times by direct users and then we have the people with statistical or mathematical information's, who indulge into these base models (large language models) to which there is limited access for all apart from the companies that make it, and these could be further used by other sub working groups to execute the information given by them, who do not need proficiency to understand how the

⁶ IBM Technology (2022), Neural Networks explained in 5 minutes, <https://youtu.be/jmmW0F0biz0?si=gSttPzw8EzqZ1oJI>, 24th May 2022.

⁷ Exponent, APIs Explained (in 4 Minutes), <https://www.youtube.com/watch?v=bxuYDT-BWaI>, published on: May 22, 2023.

entire thing works, but uses it as an aid to their job⁸. For example, if I want an information on a certain element, simply by leveraging the ChatGPT API, I would be able to collect it without knowing how this tool (ChatGPT) actually came with the result. But to make a particular statement, I don't control ChatGPT, neither have access to its training nor the resources and skill, that included humungous amount of data, processing units, etc. well we don't bother much about the control when we can easily chat and get our answers from these AI tools.

The digital infrastructure requires plethora of computer languages that are studied and investigated by the experts in the industries and thus its implications are seemingly complex for anyone not having an expertise to it. Education around these glittery AI tools could ground its hype but that is restrained only to those who really wants to do it.

II.iii. Concerns and Decision's

Now for almost every work and probative resolution companies have majorly turned towards AI that everyday engages its customers in a suggestive-solution based approach through every use. Be it recommendation of a movie, food, clothes, etc. to effective usage and implementation in our lives; everything is stuffed into our head along with abundance of reason and references. All these clicks are based on the statistical models by implementing the relevant action with the help of permanent data' which are feed into them and that makes them efficient enough to make correct prediction, judgement or recommendation. But again, these digital infrastructural forms are based on the raw material which is the various and large amount of data fed into it, which becomes the decisive factor that directly deals with a customer's reliability. But in certain areas there are question over ethics and legality when it comes in dealing with personal data for humans that makes it a lesser choice for someone in search of it⁹.

Hence, there are talks on Data protections and rules that deals with the protection of humans, as well as scenarios including idea on original contents and copyright on them. But this scenario could lead to two distinct questions: one being, whether there should be encouragement with data transparency and accessibility that will help not only organisations but also wider communities and societies? Or, should there be restrictions imposed on them to avoid misuse and increase a safe and sustainable digital environment and how much? The deeper delve into

⁸ Bombal David, You need to learn AI in 2024! (And here is your roadmap), https://www.youtube.com/watch?v=x1TqLcz_ug0&t=371s, Jan 07, 2024, (15th September 2024).

⁹ Open Data Institute, the role of data in Artificial Intelligence, <https://www.youtube.com/watch?v=oyhdkoPYRVs>, published on: April 4 2018.

the usage of data by the organisations are the main factor to come up as they are the master to the game that is creating the noise for power and currency, for the satisfaction of material ideas.

On looking into usage of AI in criminal justice system, reference could be derived from, case of Justice K.S. Puttaswamy (Retd.) and Another v. Union of India and Others (2017)¹⁰, the Supreme Court of India held that, right to privacy is a fundamental right under the Indian Constitution. This decision could potentially be used to challenge the use of AI in the criminal justice system if it is found to violate the right to privacy.

In the case of Pradyuman Bisht v. Union of India¹¹, which focuses on the gun firing incidents of courts, that led to a question on security and thus installation of CCTV cameras was demanded. Digitization of Indian courts for future should include tools which is able to be used in all procedure of trials and determination of offenders and offenses.

One such segment used in U.S.A being COMPAS (Correctional Offender Management Profiling for Alternative Solutions) that helps judges in terms of risk assessment by determining factors such as criminal history, social and economic background and mental health to anticipate the presence of habit of relapsing into crime.

In the case of United States v. Loomis (2018)¹², the Ninth Circuit Court of Appeals held that the use of a risk assessment algorithm which is generally used to determine the risk of escape for offenders or violence and such information is used for security and programming, where in a pretrial detention decision violated the defendant's right to due process. The court found that the algorithm was not sufficiently transparent and that it was not clear how the algorithm was making its decisions.

III. The ceaseless chameleonic ecosystem of Data'

With all the cacophony about data and the question on its transparency including the extent of it being used and how is a cognizant question to be answered by us for a protected and

¹⁰ Justice K.S. Puttaswamy (Retd.) & Anr. vs. Union of India & Ors, (2017) 10 SCC 1, AIR 2017 SC 4161.

¹¹ Pradyuman Bisht v. Union of India, (2017) SC 1709.

¹² State v. Loomis, 881 N.W.2d 749 (Wis. 2016).

sustainable future with computers!

A bunch of dormant information sitting in the software (clouds) to a useful insight on a particular matter is a journey of importance. Any organisation currently operating in 2024, having access to relevant data can change their entire working process of the organisation in a different direction which is much profitable.

If we talk about the business enterprises, who works with these tons of accumulated data' by the software's and by putting them into use and on being transparent with them, by transparency it is meant to have a clean and an explanatory view of every aspect happening in an enterprise and such could exponentially rise the beneficial aspect of the organisation, as those being the asset to them. Every day on an hourly basis, the data changes for any operating organisation with respect to each aspect of their products and services that are provided or used by its customers. Such information's get stored in the system and stays in there forever.

A data is the sole determinator and informer of the core operational model of any organisation that includes every minute details of a question about any organisation or enterprise, including who is responsible for what kind of job. The technology has put us or the official executives of any enterprise into *silos*, which could be bridge by the data' which are being created and also accessed during the operational cycle of an organisation, as such will break even the *silos* of the tons of dormant data.

For doing these, generative AI comes as an aid that creates a new approach to these business models for data foundation for giving an updated form of storing data' and give new insights. Thus, all the existing data' could be transparent enough to leverage the usage in a new and improvised version. Hence, the approach of companies has shifted towards the benefit on having capturing, managing and processing the free form of data that should potentially be available across an organisation¹³.

According to company expert of Accenture, dormant data activation could have a probable six step procedure, as suggested, that include to extricate from *silos* and extending together as well as productise or treating data like a product that is meant to be concealed and automate it like

¹³ Accenture, Why data transparency is a competitive advantage?, <https://www.youtube.com/watch?v=t-pAO3qPwxs>, published on: October 25, 2023.

a software programme added democratise and publish them¹⁴.

Such are the raw material require for the final product of a company that includes to decide in product making, customer demands as well the exact knowledge available to the company as to how their products are actually being used., that ultimately helps the entire organisation to decide their role and contributions accordingly. Thus, opening up the lancet for data transparency helps in the internal regulations of an organisation that could only be possible with constant supervision and inspection or sometimes spying. But, on the other hand the available or transparent and modified published information to the customers also helps in their decision making, as credibility and ethics is required on both sides that democratise in choosing the right one leading to enhancement in customer relationship and profits.

Amidst the data transparency there comes an equivocal issue of protection of privacy of the data' available. We face real life threat and cases that are currently compelling us to rethink on things already done. For example, if we take the Unique identification authority of India (UIDAI), the authority responsible for the implementation and regulation of Adhar cards that was made mandatory over the period for every Indian citizen but was introduced almost a decade ago that includes humongous amount of data viz., basic information's, biometrics and two iris scans, etc., and such card bearing on its face twelve digit numbers, unique to everyone, was used everywhere as our aid to existence and regulations, have very recently shown concern over the serious frauds that eventually took place as well as constantly taking place with public due to the open usage of them and so again a new suggestive concept of masked Adhar card that have made only last four digits visible on the face of the card is coming into picture so that the frauds could be lessened.

III.i. What's the extent of our freedom to remain as human'?

On a talk with Tim cook, the CEO of Apple Inc. raised his concerns on privacy issues with the huge amount of data that is already in circulation. He said, "... I spoke in Brussels, about the emergence of a data industrial complex. At that gathering we asked ourselves, what kind of world do we want to live in? Two years later, we should take a hard look at how we have answered that question..."¹⁵. On one hand we are talking about the ideal data with the

¹⁴ Accenture, Why data transparency is a competitive advantage?, <https://www.youtube.com/watch?v=t-pAO3qPwxs>, published on: October 25, 2023..

¹⁵ Tim Cook on Privacy, Apple, <https://www.youtube.com/watch?v=OaLxTz1Yw7M&t=58s>, published on Jan 28th 2021.

organisation and how to put it to use and on the other, there are serious issues with regards to it that is the real fact, spilled by the industry experts. In the interconnected ecosystem of the companies along with the data brokers, there are interference of pedlar's and hackers sitting to make a quick buck and is in an ever-increasing form. This ultimately leading to compromise with our birth right to privacy as well as social habitat as this is as equal to selling our own selves as the data' are nothing but our privacy, information, personal details, security including our preferences and freedom to be us.

Let us understand few concepts about why the companies are really desperate with our data' which are now more than just our basic information. The big technology companies thrive on our data' that now also involves governments to use them and seldom for their beneficiary; Such method has become a trend worldwide and mostly when fighting elections and campaigning for the same.

As the most lucid asset, Data' are being compiled and managed by companies like snowflake, Teradata and Palantir, who turn them into useful information worth billions of dollars by making sense of our data and those are the pillar of decision for other big shots. Thus, every time we are coming online, the information brokers gather our data and use it to the user profiles sample that ultimately generate them money. All the breadcrumb data' are being paired with others and coming into shape of big data' that are used by the companies for solely their profits. For storing such big sets of data' generatively the companies came up with cheap storage method that do not interfere with computers processors. The policies of the securities exchange commission and future trading commissions were upgraded where such anti-competitive behaviours of the big companies were eventually put under conception of Fair use and made legal by coming under the wide "economic moat"; This means that, the companies were allowed to generate more sales than their rivals and raise more profits¹⁶.

As per Harvard business review¹⁷, companies are doing peoples analytics which is scanning employee's behavioural data to improve sales specially when it comes to business to business and impacting to make huge internal changes and is a decisive factor when it comes to relating

¹⁶ The Real Reason Companies Have Become Obsessed With Your Data, How money works, https://www.youtube.com/watch?v=IFg_JD79OKs, published on: May 27th 2023.

¹⁷ Sanaz Namdar and Ryan Fuller, A Look into Microsoft's Data-Driven Approach to Improving Sales, <https://hbr.org/2018/12/a-look-into-microsofts-data-driven-approach-to-improving-sales>, published on Dec 17, 2018.

with customers. In oppose to a new player entering the market who won't get data until they have any users, which make these big companies by constantly monitoring every move of their users and upgrade themselves like that, without the conscious knowledge of their users. And henceforth, these data' could be sold to the ones in need by the big companies and if they are not doing it, they might use them for their own good.

There are numerous examples which can be found relatable., like the e-commerce websites knowing beforehand by analysing our browsing and purchasing habits thus, turning into data trading activity and showing exactly what we want and related advertisements to persuade us.

We have the liberty to play with our smart phones or digital boxes as they are primarily observant about the mechanism of our mind. So, we got the motive but is it enough when we are to answer who is buying and selling our personal data, what happens after it gets sold. Data collecting firms check and package data and sell it to business.

But, this kind of activities has expressed prohibition by companies' policies and everything happening within their digital boundaries is subject to scrutiny. The major companies whose revenues are based on advertisements like Google¹⁸ or Facebook¹⁹, who gains advantage by not sharing user data, but yet this is not the real scenario. For example, if a company who have active users of almost one lakh, if a third party pays Rupees one thousand for one thousand users each month, the selling company would get the entire amount directly; but users have to accept certain pop ups for information requirement like location tracking and to which we merely understand that the application per se is using the location data as they nowhere mention that they are forwarding it to the third-party²⁰. There actually is no anonymised collection of data, even though they are marketed through this terminology as they have all the knowledge of even our food and spending habits. The users always don't get what they see, rather the other way round if they check for a place to eat is actually passing on the information as to where they stay or like to eat, as there evidently no bit of knowledge stating about their surveillance.

¹⁸ Google LLC, Parent: Alphabet Inc.

¹⁹ Facebook, Meta Platforms.

²⁰ Third-party access refers to the process of an organization granting external vendors and service providers secure access to corporate IT assets for maintenance, administration and management purposes. Many organizations rely on third-party vendors and managed service providers to support their internal IT systems, applications and infrastructure. Outside vendors and service organizations often require privileged access to on-premises and cloud-based IT systems and business applications to perform routine support and administrative functions.

Added, after our data is bought, the brokers create our profile via data mining²¹ that again follows various techniques to predict the potential customers or the behaviour of the market they are already dealing in. thus, more and more privacy friendly options are desirable to hold onto our existence private to ourselves and not always publish us to others²² or getting watched or our behaviour to be recorded²³.

Another concern that eventually arises due to the viability of the data' scenario is the protection of them via GDPR (General data protection regulation) or copyright. On this context again a new concern topped the chart that deals with the author's risk of loosing their copyright with respect to the contents where AI can claim copyright²⁴, as guided by US, on the event where a author could not copyright individual images created by AI and not human, and longstanding that creators to be mandatorily humans.

IV. The retardant' in the cacophony

As we move further to the set policies or guidance²⁵ by the copyright office of the US, we get a sharp structure as to what is not a copyrightable element as 'instructions to a commissioned artist' – are the works lacking human intervention and not subject to copyright registration. As on an earliest stage of map-read, any author arranging a generative AI in an exact or particular sequence can claim copyright on the sequence provided it is sufficiently creative or if any author or artist modified and it has met the standard of copyright protection, an AI generated material, basically how the AI tools operate and create the final work²⁶.

²¹ Data mining is the use of machine learning and statistical analysis to uncover patterns and other valuable information from large data sets; The data mining techniques that underpin data analyses can be deployed for two main purposes. They can either describe the target data set or they can predict outcomes by using machine learning algorithms; These methods are used to organize and filter data, surfacing the most useful information, from fraud to user behaviours, bottlenecks and even security breaches.

²² This is how your Data is sold | Apps that don't collect your Data | Data Protection, DW shift, <https://www.youtube.com/watch?v=Hhyzx-rRBps>, published on : Aug 06th 2019.

²³ The Real Reason Companies Have Become Obsessed With Your Data, How money works, https://www.youtube.com/watch?v=IFg_JD79OKs, published on: May 27th 2023.

²⁴ Ashley Belanger, Authors risk losing copyright if AI content is not disclosed, US guidance says, <https://arstechnica.com/tech-policy/2023/03/us-issues-guidance-on-copyrighting-ai-assisted-artwork/>, published on 17th March 2023.

²⁵ When "AI technology receives solely a prompt from a human and produces complex written, visual, or musical works in response, the 'traditional elements of authorship' are determined and executed by the technology—not the human user," the guidance explains. "Based on the Office's understanding of the generative AI technologies currently available, users do not exercise ultimate creative control over how such systems interpret prompts and generate material."

²⁶ Ashley Belanger, Authors risk losing copyright if AI content is not disclosed, US guidance says, <https://arstechnica.com/tech-policy/2023/03/us-issues-guidance-on-copyrighting-ai-assisted-artwork/>, published on 17th March 2023.

An article published in 2023, talks about a new and developing idea conceived by Microsoft based on their users concern over the risks involved with Intellectual property infringement claims, which pushed the company to offer legal protection to the customers under Copilot copyright commitment who are sued as a result of the content generated via AI system to which the company is responsible and customers can browse and use generative AI without any worries²⁷.

As large tech believes security to be the foundation of privacy²⁸, by minimising the acquiring of data along with advancement of data privacy policy throughout their applications store ecosystem. Sharing of the data collection in privacy practises with understandable user information; the next possible positive way is on letting the users having the control as well over their information and decision is relying on them on how they want their data to be handled, so that we defer from becoming a product whose entire life is being monitored; the main idea is we never needed so much data to thrive in market, neither to boost up technology this ample amount of data is required.

Many countries like the Europe or United Kingdom have adapted the policy of General Data Protection Regulation and India has already started walking in its ground plan which works on certain principles irrespective of the country they're used in, that could be summed as²⁹–

- a) the personal data could be summed up in a lawful (dealing with the legal basis for processing a data), fair (it is subjective, based on individual's reasonable expectations, meaning usage of the personal data in a way that is not misleading) and transparent (providing all the information to the source of data by telling the exact reason as to why their data' are being used for) in the way of usage of personal data by the companies;
- b) Data are to be collected solely for defined, obvious, authorised way that is the purpose limitation, exceptions for research and statistics;
- c) Not collecting more personal data than required for the stated purpose and less harm, isleaning towards Data minimisation policy;

²⁷ Benj Edwards, Microsoft offers legal protection for AI copyright infringement challenges, "Some customers are concerned about the risk of IP infringement claims," says Microsoft, <https://arstechnica.com/information-technology/2023/09/microsoft-offers-legal-protection-for-ai-copyright-infringement-challenges/>, published on 9th Sept 2023.

²⁸ Tim Cook on Privacy, Apple, <https://www.youtube.com/watch?v=OaLxTz1Yw7M&t=58s>, published on Jan 28th 2021.

²⁹ What are the 7 principles of GDPR?, Privacy Kitchen, <https://www.youtube.com/watch?v=NcHSD3fWJiQ>, published on : Sept 23, 2021.

- d) In terms of accuracy, it is made sure that any sort of inaccurate data other than the purported one is to be either erased or rectified anything incorrect immediately;
- e) In the view of keeping the data as permitted, until it is required or necessary to be stored for the purpose of it being fetched and no unnecessary retention of it, as already stated under transparency principle, is the storage limitation of data;
- f) The security of the personal data' against unauthorised and unlawful protection, loss ordamage, often referred as integrity and confidentiality principle;
- g) A controller is responsible for compliance with every other points as mentioned above and leading to be the main element by GDPR and thus, accountability is the motto of protection by default in law coming along with various obligations when it comes tohandling a personal data.

Conclusion

To talk on the downside aspect of AI in contrast with the beneficial aspects has been alarming. It has called for a peer review of our security and how much we want to disclose ourselves in front of the world, or else how much the world is knowing about us due to the presence of internet and our consensual use of it, without our knowledge Vis-à-vis being an era of veritable era of golden knowledge democracy! Such is evolving us in a various mannerand at the same time stepping onto almost every aspect of our existence.

The information's feed into the digital models, even though based on precedents yet are in itself not so accurate to be completely relied upon. That no machines can replace a man, but it has aided in its work, with an unending upgradation that is mostly with the intention for better work performance with a little bend towards principles, that is the founding stone of how to work at all. The system of building the technology in consonance of guidance and policy making to stick to the basic principles of trust and protection will fetch a more securedworld to live in.