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LEGAL REGULATION OF PUBLIC RELATIONS CONNECTED WITH THE DEVELOPMENT AND APPLICATION OF ARTIFICIAL INTELLIGENCE

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ABSTRACT

In the course of the study, the authors have revealed several universal legal issues in the regulation of the activities of AI-powered systems: the issues of determining the responsibility of an AI-based system for improper actions or harm caused; the issues of licensing AI-driven systems; the issues of ensuring the confidentiality of personal information and access of law enforcement agencies to large volumes of confidential information; the issues of regulating the use of artificial intelligence to limit risks to health and safety of the population and preservation of the environment; the issues of defining intellectual property rights created by AI-powered systems. In addition, the article systematizes approaches to legal regulation applied to systems based on artificial intelligence.

Keywords: artificial Intelligence, law, public relations, subject of law.