TOPICS FOR PRESENTATIONS

(to pass the tutorial classes and be admitted to the exam)

To pass the tutorial classes, students are required to give a presentation in groups of 4-5 to the entire class. The presentation should last 15 minutes, with 10 minutes allocated for presentation and problem-solving, and 5 minutes for a question and answer session.

The presentation may include, but is not limited to, PowerPoint, PDFs, or other visual aids. Every member of the group is expected to participate in the presentation, and each member should be prepared to answer questions. Both the lecturer and other students may ask questions during the session

1. Price Marking in Online Stores Under the OMNIBUS Directive

Case: You are the owner of asoos.com, an online store that sells clothing, also in Poland. Your objective is to provide training to your Polish employees on how to accurately mark product prices in compliance with the regulations of OMNIBUS directive, just in time for the upcoming Black Friday sales event.

Main question: What are the key principles and obligations related to price marking in online stores? Please include illustrative good and bad examples.
Supplementary question: What are the potential sanctions for non-compliance with these rules?

2. AI-Generated Works and Intellectual Property Rights

Case: You are an employee at an advertising agency. One of your colleagues used the DALL-E system, a generative AI tool based on a large language model, to create a logo for a client operating in the meat industry. The client publicly used this logo, but it closely resembles the logo of the client's biggest competitor, a major Polish company in the cold meats industry. The agency is concerned that it may have violated intellectual property rights and engaged in unfair competition.

Main question: Are works generated by AI protected by intellectual property rights?
Supplementary question: What potential legal liabilities may the advertising agency and its client face for using an AI-generated logo that resembles an existing logo? Are there legal grounds beyond copyright law that could be relevant in this situation?

3. Voice Synthesis in Advertising

Case: You are a group of consultants hired by a coffee company that recently released an advertisement featuring Brad Pitt as the narrator. The company did not secure the actor's consent or hire him for this role. Instead, they utilized publicly available recordings of Brad Pitt's voice to create an artificial voice that mimics his. In the ad, the actor endorses the taste of coffee, despite never having spoken those words in reality. Brad Pitt's representatives have contacted the company and threatened legal action for infringing upon his rights.

Main question: Is this considered a deepfake? What are the legal ramifications of utilizing such technology to create advertising content without obtaining the consent of the individual whose voice or image is replicated?

Supplementary question: How does the proposed Artificial Intelligence Act regulate the use of deepfake technology, and what potential sanctions are associated with its misuse?

4. Automatic credit decision and data protection rights

Case: Bank GLOBO uses an advanced AI algorithm to assess the creditworthiness of customers. You are advising a customer who was denied a loan based on the algorithm's decision. The customer wants to know whether the bank could use the AI algorithm, the reasons for the refusal and how to challenge it.

Main question: How does the General Data Protection Regulation (GDPR) regulate the automatic decision-making process that affects the rights and freedoms of individuals, such as credit decisions?

Supplementary question: What are the rights of the customer who was subject to an automatic credit decision and what are the obligations of the bank that made the decision?

5. Content moderation on online platforms under the DSA

Case: You are the legal counsel of a social media platform that allows users to post and share various types of content, mostly photos and text. You are responsible for designing a content moderation policy that complies with the Digital Services Act (DSA).

Main question: What are the main obligations and responsibilities of online platforms regarding content moderation under the DSA? **Supplementary question**: How can you deal with illegal, harmful or misleading content on your platform, such as hate speech or deep fakes?

6. Biometric business

Case: You want to develop a business providing AI-based biometric solutions to banks. You are worried about whether this is a viable business direction because you have heard that biometric identification is to be banned in the European Union.

Main question: How will the (planned) Artificial Intelligence Act regulate the use of AI for biometric identification? Does it prohibit or permit it? **Supplementary question:** What direction for the protection of individuals in the age of AI does the European legislator prefer?

7. E-Business ethics code in the era of ChatGPT

Case: Develop an E-Business ethics code for a hypothetical company thinking about implementing generative AI tools (e.g. ChatGPT). Assess the risks associated with the use of generative AI and make a decision on whether to permit its use by employees, providing a rationale for your decision.

Task: Present your code. How will you establish procedures for monitoring and enforcing the ethics code?

8. AI-Based Health Apps and Devices

Case: You are the product manager of a company that develops and sells AI-based apps and devices, including fitness trackers and smartwatches. Your primary objective is to ensure the quality, safety, and performance of your products and services.

Main question: What are the primary risks and opportunities associated with the use of AI-based health apps and devices, and which legal regulations concerning the use of AI in healthcare are relevant to your business?

Supplementary question: How can you evaluate and manage the potential impact of your AI-based products and services on the health and well-being of users and society?