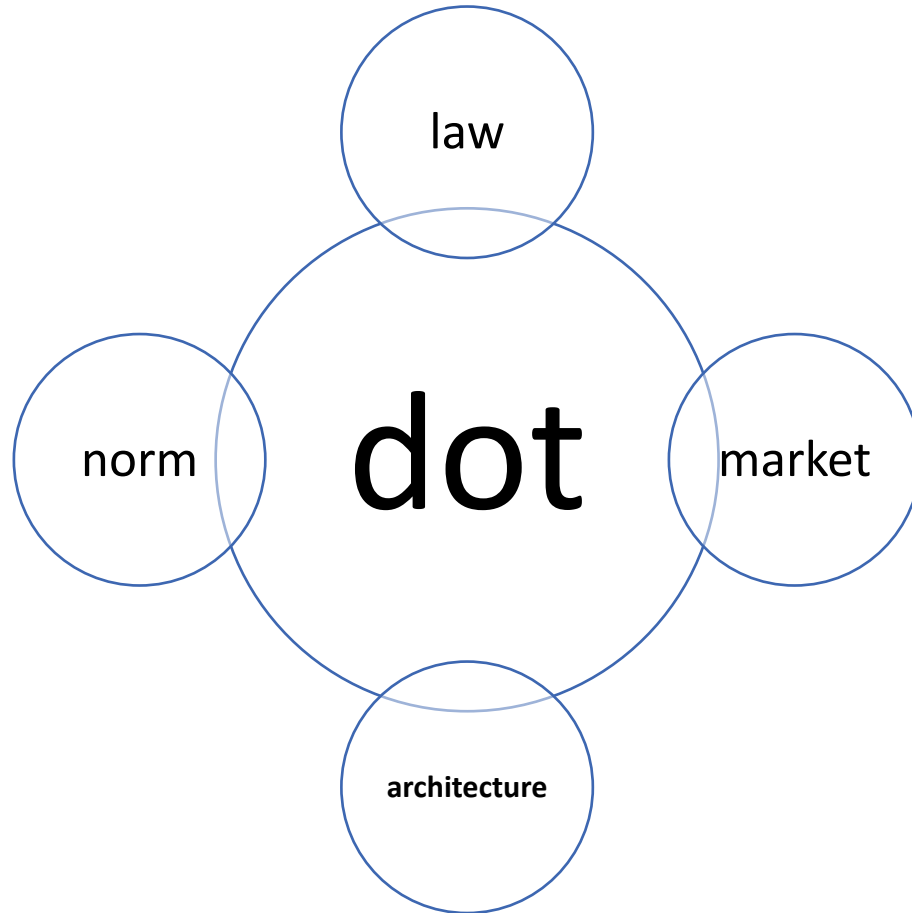# The Artificial Intelligence (AI) Ethics Concepts and Regulation

Dr Helni Mutiarsih Jumhur SH. MH

Magister Management School Of Business Telkom University
2020

CyberSpaceLaw and Ethic

What The Mean Regulations in the CyberSpace

1. **Law** *regulates behavior in cyberspace : IPR, Defamation Law, obscenity law,*
2. **Norms** *also regulate behavior in cyberspace; democraties politics, alming, talk too much in the discussion, expost contions imposed by a community*
3. **Market regulate** *behavior in cyberspace; pricing structure, charge for acces, online services, advitisers, online services*
4. **Architecture** *regulates behavior in cyberspace; code, software and hardware;*

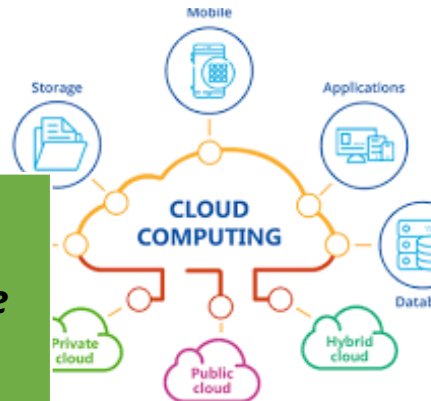# Applications Law in CyberSpace

Translation

Intellectual Property

Privacy

Free Speech

Interlude

Sovereignty

Ethic in SyberSpace

the discipline dealing with what is good and bad and with moral duty and obligation

- *Ethics* and *morals* are both used in the plural and are often regarded as synonyms, but there is some distinction in how they are used
- *Morals* often describes one's particular values concerning what is right and what is wrong
- *ethics* can refer broadly to moral principles, one often sees it applied to questions of correct behavior within a relatively narrow area of activit

Digital Economi
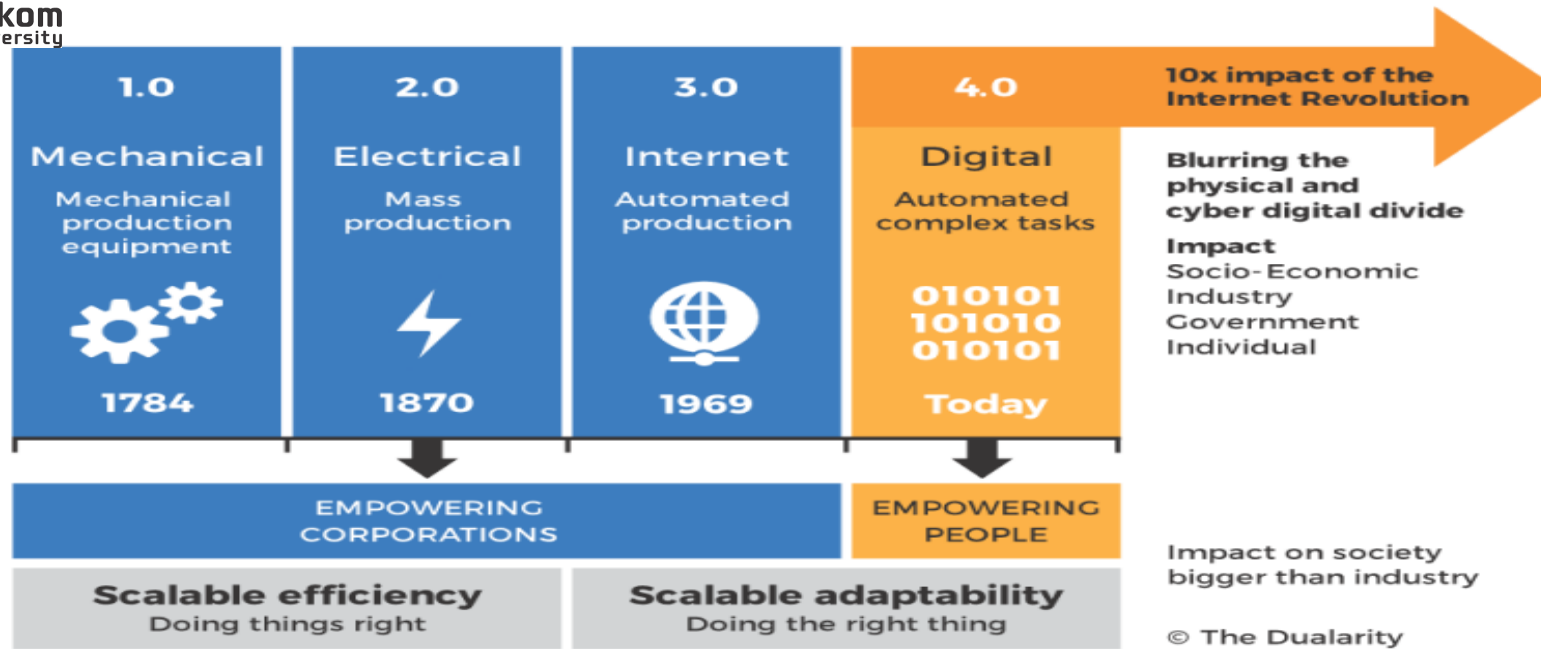
Di revolusi industri 4.0 setiap orang diberdayakan, tidak seperti tiga revolusi awal yang menekan pemberdayaan dilakukan hanya oleh perusahaan.

1. Revolusi Industri 1.0 adalah revolusi mekanik, berpusat di sekitar produksi peralatan yang didukung dan digerakkan oleh air dan uap.
2. Revolusi Industri 2.0 adalah fase revolusi listrik. Produksi massal dimungkinkan dengan pembagian kerja dan penggunaan energi listrik. Revolusi awal ini masih mengandalkan manusia untuk mencapai produk yang lebih banyak. Sehingga untuk mencapai efesiensi, mereka perlu melakukan segala sesuatunya dengan benar.
3. Revolusi Industri 3.0 hadir dengan munculnya IT yang mengotomatisasi manufaktur dan saat internet diluncurkan. Revolusi ini skalabel: menambahkan lebih banyak komputer, sistem dan teknologi IT akan meningkatkan skalabilitas.
4. Revolusi Industri 4.0 dapat dibedakan dari 3.0 karena di sinilah manusia *bertemu dunia cyber*; di mana teknologi dan orang tidak berbeda, tidak terpisah. Revolusi Industri 4.0 mengotomatiskan tugas-tugas kompleks, contohnya *Internet Of Things dan Cloud computing*.

Sumber	Definisi
Tapscott 1996: The Digital Economy: Promise and Peril in the Age of Networked Intelligence	Tidak ada definisi langsung namun disebutkan "Age of Networked Intelligence" di mana "tidak hanya tentang jaringan teknologi, mesin pintar, tetapi tentang jaringan manusia melalui teknologi" yang "menggabungkan kecerdasan, pengetahuan, dan kreativitas untuk terobosan dalam penciptaan kekayaan dan pembangunan sosial".
Lane 1999: Advancing the Digital Economy into the 21st Century (Assistant to the US President for Science and Technology)	"… Konvergensi teknologi komputasi dan komunikasi di internet dan aliran informasi dan teknologi yang mendorong semua perdagangan eletronik dan perubahan organisasi yang luas ".
Margherio dkk. 1999: The Emerging Digital Economy (US Commerce Department)	**Tidak ada definisi eksplisit namun mengidentifikasikan empat pendorong: "Membangun internet ... Perdagangan elektronik di antara bisnis ... Pengiriman barang dan jasa secara digital ... Penjualan eceran barang yang berwujud".**
Brynjolfsson & Kahin 2000b: Understanding the Digital Economy: Data, Tools, and Research	"... transformasi terbaru dan masih belum direalisasikan sepenuhnya oleh sektor ekonomi dengan digitalisasi informasi".
Kling & Lamb 2000: in Brynjolfsson & Kahin 2000a	"... termasuk barang atau jasa yang pengembangan, memproduksi, menjual, atau ketentuan-ketentuannya sangat tergantung pada teknologi digital".
Mesenbourg 2001: Measuring the Digital Economy (US Bureau of the Census)	Menetapkan ekonomi digital "memiliki tiga komponen utama": - "Infrastruktur e-bisnis yang merupakan bagian dari total infrastruktur ekonomi yang digunakan untuk mendukung proses bisnis elektronik dan melakukan perdagangan elektronik" - "Bisnis elektronik (e-bisnis) adalah setiap proses yang organisasi bisnis yang disalurkan melalui jaringan yang dimediasi oleh komputer " - "Perdagangan elektronik (e-commerce) adalah nilai barang dan jasa yang dijual melalui jaringan yang dimediasi oleh komputer ".

| Sumber	Definisi
EcIntelligence Unit 2010: Digital Economy Rankings 2010	Tidak ada definisi eksplisit tetapi peringkat ekonomi digital didasarkan pada: "Kualitas infrastruktur TIK suatu negara dan kemampuan konsumen, bisnis dan pemerintah untuk menggunakan TIK untuk keuntungan".
OECD 2013: The Digital Economy	"Perekonomian digital memungkinkan eksekusi perdagangan barang dan jasa melalui perdagangan elektronik di Internet"
Department of Broadband Communications and the Digital Economy (DBCDE), Australia 2013: Advancing Australia as a Digital Economy: An Update to the National Digital Economy Strategy	"Jaringan global dari kegiatan ekonomi dan sosial yang dimungkinkan oleh teknologi digital, seperti internet dan jaringan seluler".
European Commission 2013: Expert Group on Taxation of the Digital Economy	"... ekonomi berdasarkan teknologi digital (kadang-kadang disebut ekonomi internet)".
British Computer Society 2014: The Digital Economy	"Ekonomi digital mengacu pada ekonomi berdasarkan teknologi digital, kini makin terlihat bahwa bisnis dilakukan melalui pasar berdasarkan internet dan World Wide Web (www)"
European Parliament 2015: Challenges for Competition Policy in a Digitalised Economy	"Struktur kompleks dari beberapa tingkat yang terhubung satu sama lain oleh jumlah node yang hampir tak berujung dan terus bertambah. Platform ditumpuk satu sama lain sehingga memungkinkan beberapa rute untuk menjangkau pengguna akhir dan menyulitkan pemain tertentu, yaitu pesaing ".

Digital Economy System
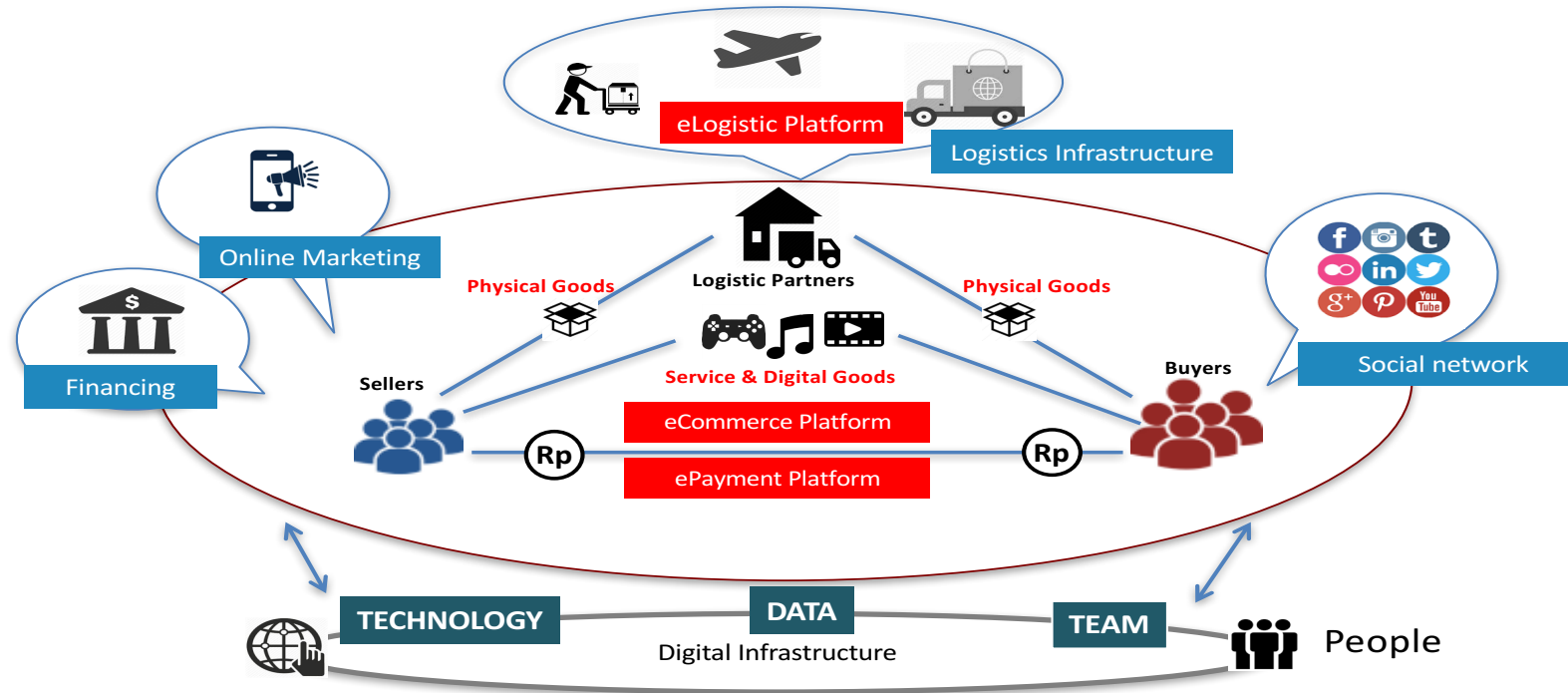
SUPPLY CONDITIONS

Access Infrastructure

Communications sophistication and coverage; security

Transaction Infrastructure

Access to financial institutions; electronic payment options

Fulfillment Infrastructure

Quality of transportation infrastructure; logistics performance

DEMAND CONDITIONS

Consumer Capacity to Engage

Consumer ability and willingness to spend; gender digital divide

Digital Payment Uptake

Degree of financial inclusion and use of digital money

Digital Uptake

Device prevalence and density; technology, internet, and mobile connection uptake; digital consumption

INSTITUTIONAL ENVIRONMENT

Institutions and the Business Environment

The legal environment including efficiency in settling disputes, IP and investor protections; and Bureaucracy

Institutions and the Digital Ecosystem

Government uptake and use of ICT and digital technology; telecom competition

Institutional Effectiveness and Trust

Transparency; rule of law; regulatory quality

INNOVATION AND CHANGE

Inputs

Financing options and opportunity; start-up capacity; ability to attract and retain talent

Process

Sophistication of business practices; R&D

Output

Depth of mobile engagement; reach of innovation; use of social networks and digital entertainment

Digital Evolution Index (DEI)

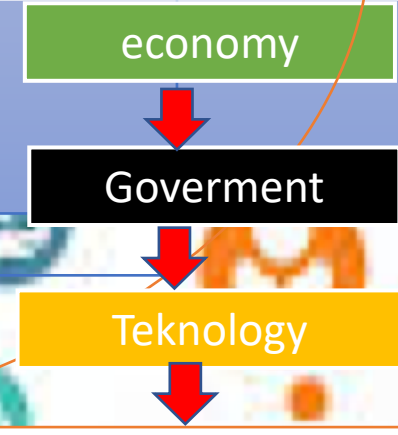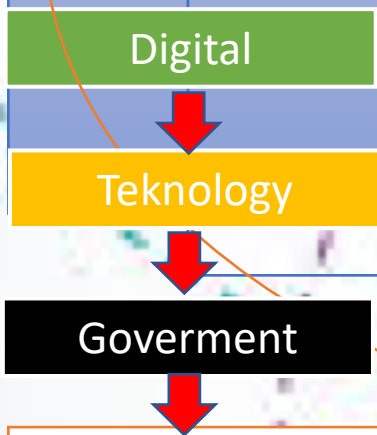# Ecosystem Regulation of the Digital Economy

Law of E-commerce
1. Norm
2. Law
3. Market
4. Sofware

Law of E-Commerce
1. Politik Internasional
2. Norm
3. Sosiologi
4. Perspektif National Law

Theory : Law is social engineering (Roscoe Pound)

Digital

Teknology

Goverment

economy

Goverment

Teknology

Theory : bahwa hukum adalah kekuasaan, Van Apeldorn

Regulation of Digital Economy

Digital Data

1. The economics of ownership, access and trade in digital data

1. Owrnership Data in Digital Economic
2. Acces Data in Digital Economic
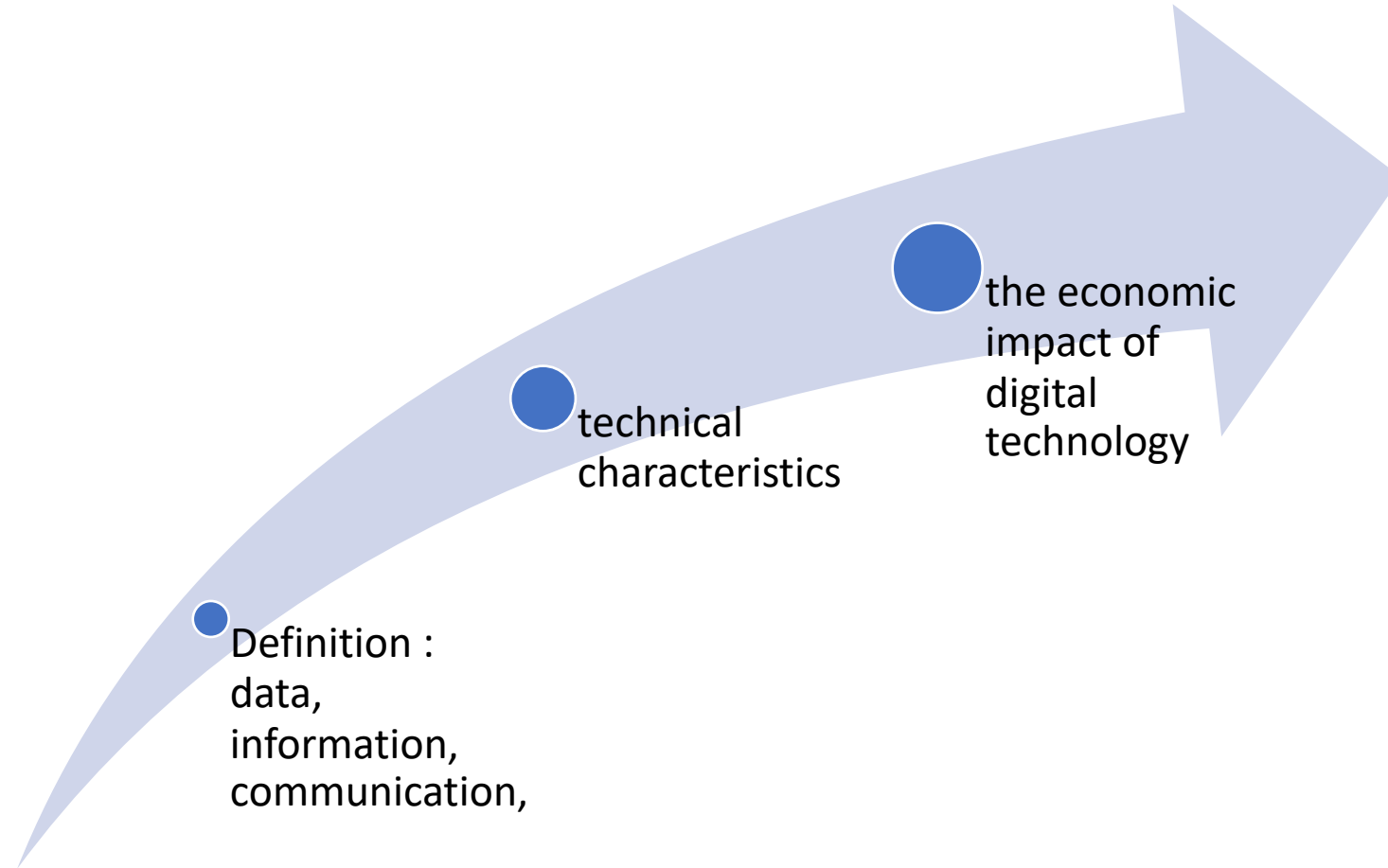3. Trade Data in Digital Economic

Personal data is:

- Name
- Address
- Localisation
- Online identifier
- Health information
- Income
- Cultural profile
- and more

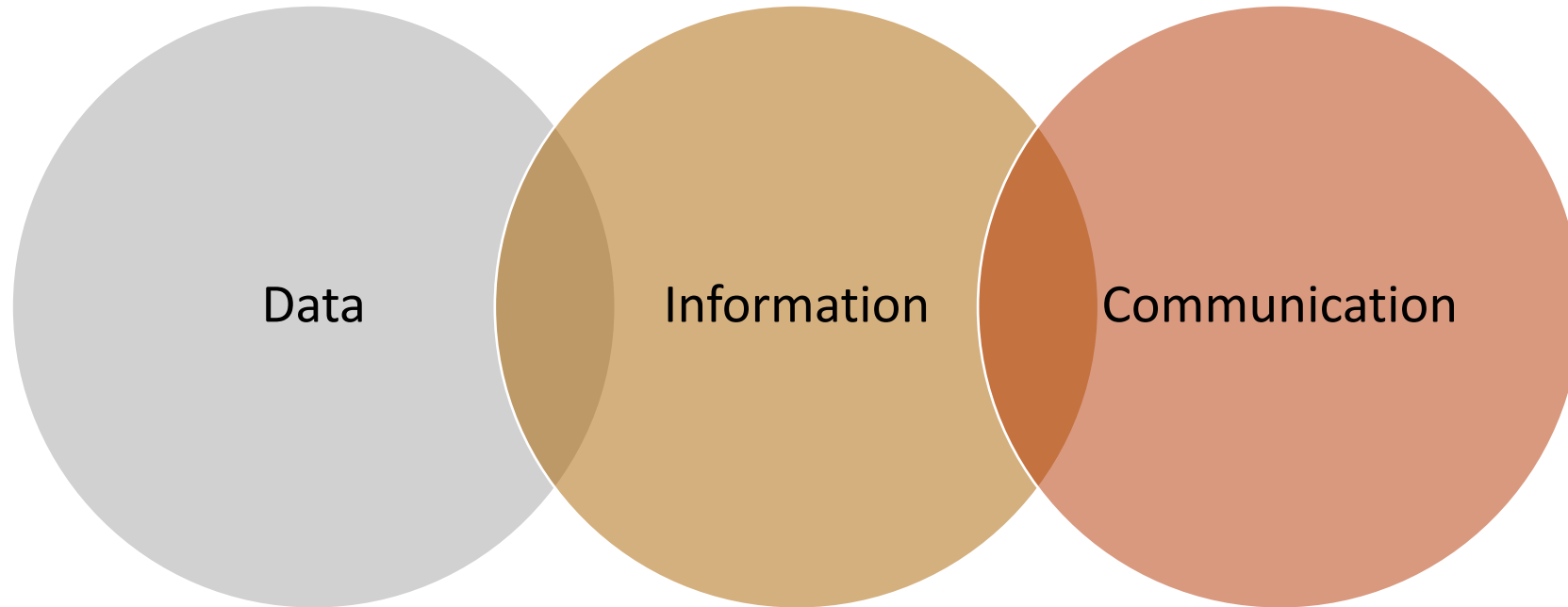*Ownership Data in Digital Economic*

- ☐ First name and last name (surname)
- ☐ Home address
- ☐ Email address
- ☐ Identification card number
- ☐ Location data (for example from a mobile phone)
- ☐ An Internet Protocol (IP) address
- ☐ Data collected by website cookies
- ☐ he advertising identifier of your phone
- ☐ Health records, data held by a hospital or doctor
- ☐ Any other data about an identified or identifiable person
- ☐ Etc

Source: European Commission-ITU

2. Defining data and their economic properties

Definition : data, information, communication,

technical characteristics

the economic impact of digital technology

What are data, information and communication (1)

Data

Information

Communication

Data

The Commission Communication on the Data Economy (2016, p. 5) defines machine-generated data as data "created without the direct intervention of a human by computer processes, applications or services, or by sensors processing information received from equipment, software or machinery, whether virtual or real". Machine-generated data as a concept is sometimes used to distinguish between personal and non-personal data

*Data personal and non personal

Data Elektronik adalah data berbentuk elektronik yang tidak terbatas pada tulisan, suara, gambar, peta, rancangan, foto, *electronic data interchange* (EDI), surat elektronik (*electronic mail*), telegram, teleks, *telecopy* atau sejenisnya, huruf, tanda, angka, kode Akses, simbol, atau perforasi.

Tingkat Kematian Akibat COVID-19 Berdasarkan Negara (per 15 Maret 2020)
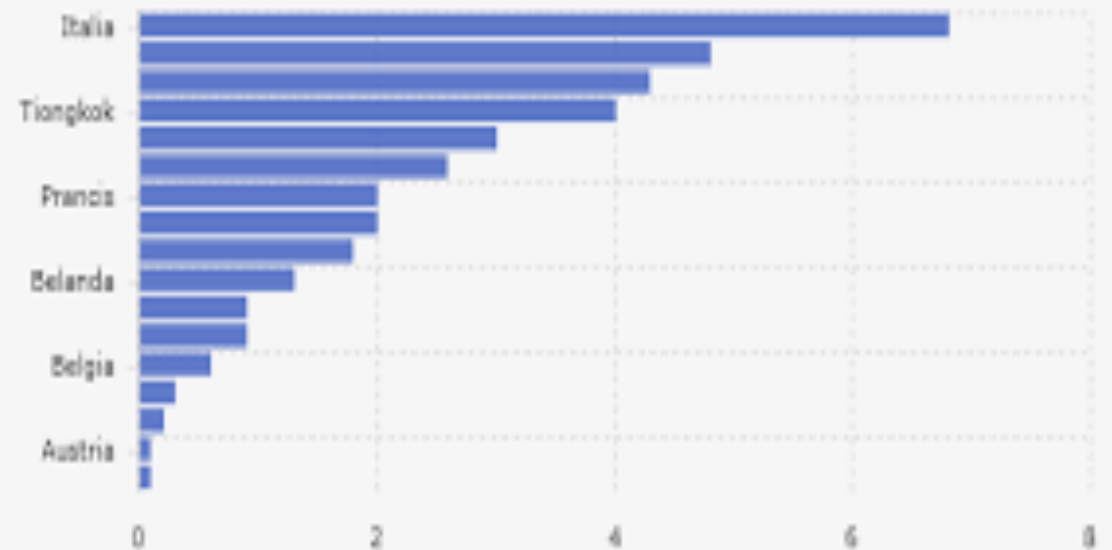
Information

Informations: can be thought of as the resolution of uncertainty; it is that which answers the question of "what an entity is" and thus defines both its essence and nature of its characteristics. The concept of *information* has different meanings in different contexts.

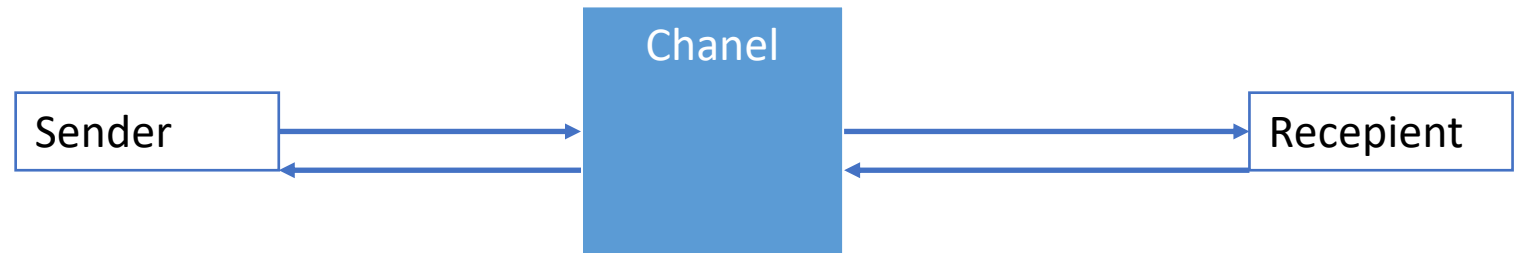Informasi Elektronik adalah satu atau sekumpulan Data Elektronik, termasuk tetapi tidak terbatas pada tulisan, suara, gambar, peta, rancangan, foto, *electronic data interchange* (EDI), surat elektronik (*electronic mail*), telegram, teleks, *telecopy* atau sejenisnya, huruf, tanda, angka, kode Akses, simbol, atau perforasi yang telah diolah yang memiliki arti atau dapat dipahami oleh orang yang mampu memahaminya.

Communication

The imparting or exchanging of information by speaking, writing, or using some other medium:
1. Spoken
2. Non-verbal
3. Written
4. Visualization

```
                    ┌─────────────┐
                    │   Chanel    │
                    │             │
┌──────────┐   ────────────▶      ────────────▶  ┌─────────────┐
│  Sender  │   ◀────────────       ◀────────────  │  Recepient  │
└──────────┘                │             │       └─────────────┘
                    └─────────────┘
```

Economies of scope in data analytics (2)

Definition Big Data
Big Data is a term used to describe a collection of data that is huge in size and yet growing exponentially with time. In short such data is so large and complex that none of the traditional data management tools are able to store it or process it efficiently
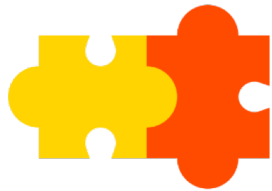

Requirment big data :
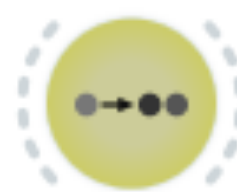1. **Volume**
2. **Velocity**
3. **Varietas**

BIG DATA

Collecting Data

Preprocessing Data

WordCloud

Association Rules

Jaringan Asosiasi Kata Customer Experience

Hasil Analisis

Interoperability and barriers to access

Interoperability and barriers to access

1. This shared information format facilitates transposition of information and connectivity between **different digital devices** and convergence between information storage formats in different devices.

2. As a result, digital datasets can in principle be easily connected;

3. they are interoperable.

Platform	→	Merchant
Courier	→	Payment
Object	→	Service
IPR	→	Costumer
Data	→	Information
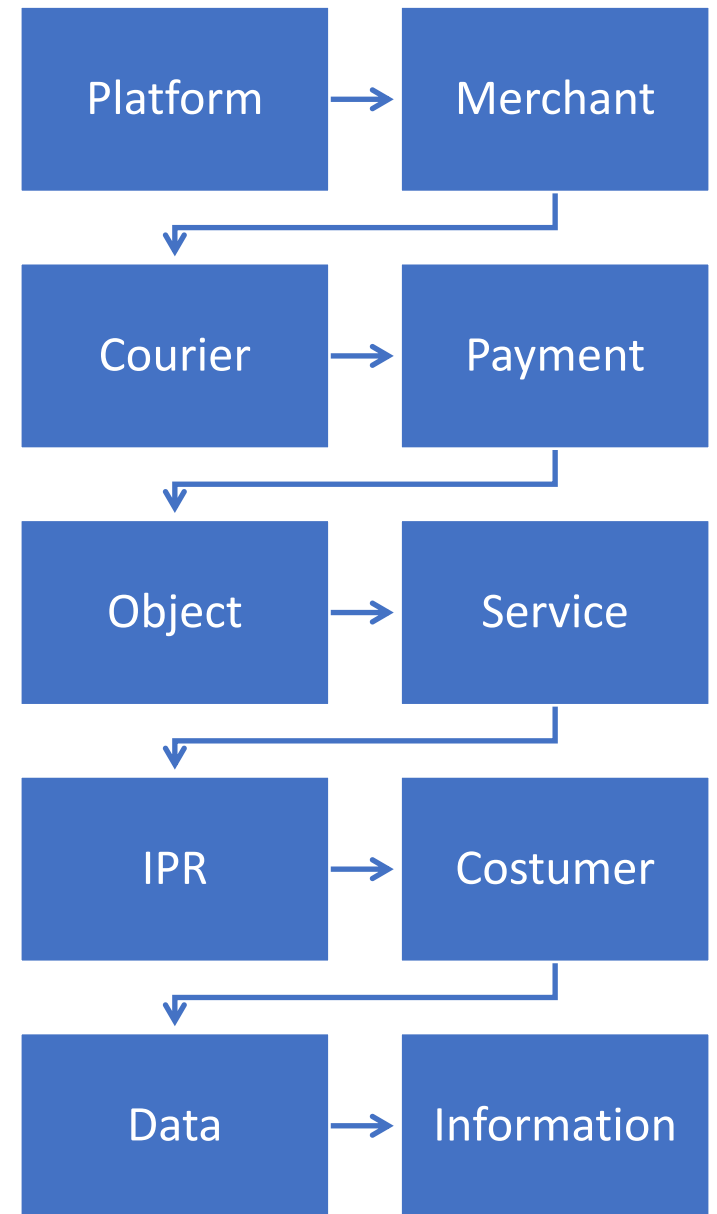
**The legal framework
for data ownership and access**

The legal framework for data ownership and access

1. low-cost digital information technology raised questions about data free-riding and the protection of ownership.

2. Reduced excludability is at the root of many property rights problems in digital information technology:

    a. including piracy of copyright-protected digital media product

    b. privacy issues in personal data and private ownership of data.
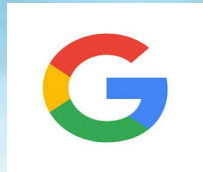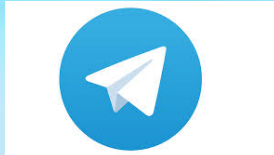
Rights for data subjects:
the General Data Protection Regulation (GDPR)(2)

personal data' means any information relating to an identified or identifiable natural person ('data subject'); an identifiable natur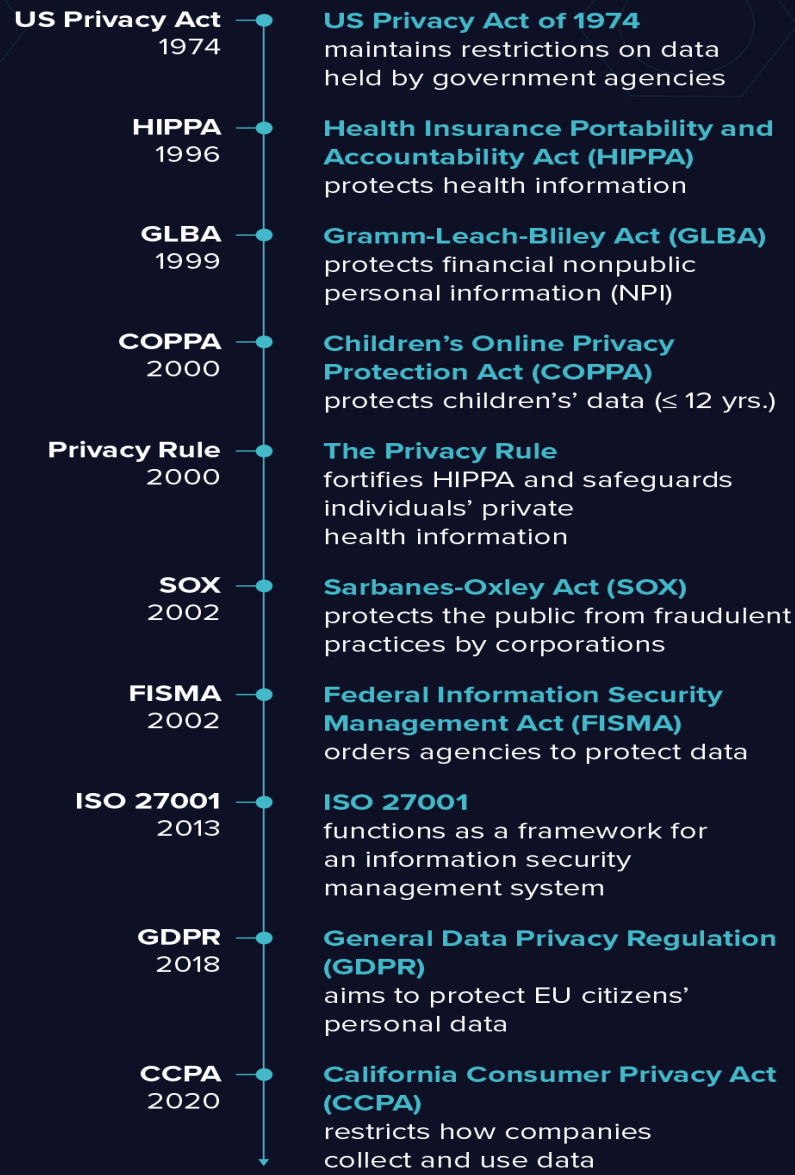al person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person; (GDPR)

Name

online identifier

identification number

physiological

location data,

mental

genetic

economic

cultural
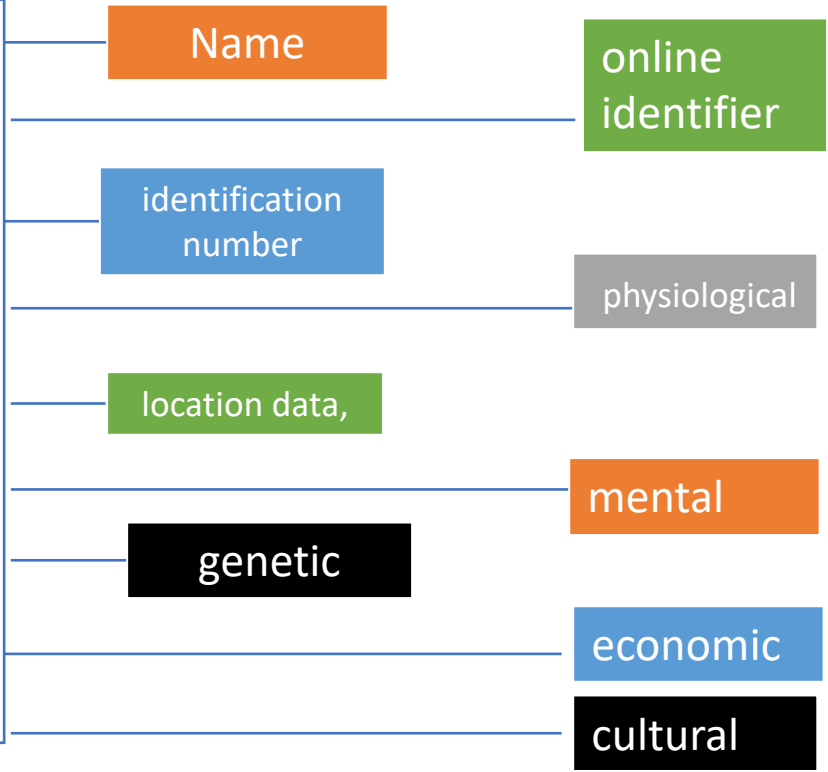
1. **Online Privacy**
2. **Financial Privacy**
3. **Medical Privacy**
4. **Residential and**
5. **geographic records**
6. **Political Privacy**

Data Privacy Law and Act Timeline

US Privacy Act
1974
US Privacy Act of 1974 maintains restrictions on data held by government agencies

HIPPA
1996
Health Insurance Portability and Accountability Act (HIPPA) protects health information

GLBA
1999
Gramm-Leach-Bliley Act (GLBA) protects financial nonpublic personal information (NPI)

COPPA
2000
Children's Online Privacy Protection Act (COPPA) protects children's' data ($\leq$ 12 yrs.)

Privacy Rule
2000
The Privacy Rule fortifies HIPPA and safeguards individuals' private health information

SOX
2002
Sarbanes-Oxley Act (SOX) protects the public from fraudulent practices by corporations

FISMA
2002
Federal Information Security Management Act (FISMA) orders agencies to protect data

ISO 27001
2013
ISO 27001 functions as a framework for an information security management system

GDPR
2018
General Data Privacy Regulation (GDPR) aims to protect EU citizens' personal data

CCPA
2020
California Consumer Privacy Act (CCPA) restricts how companies collect and use data

VARONIS

Benchmarking

Data pribadi adalah informasi terkait subjek data yang merupakan natural person yang dapat diidentifikasikan melalui nama , nomor identifikaksi langsung/tidak langsung melalui nama nomor identifikasi, lokasi, online, indentifier, atau faktor spesifik , yaitu : identitas, fisologi, genetic, mental, ekonomi budaya atau social dari orang tersebut

Data pribadi adalah informasi yang menyangkut individu yang masih hidup sepertu nama, alamat, gambar atau indetifier serupa
Data perusahaan tidak masuk ke dalam cakupan data pribadi

1. Setiap orang pemilik data pribadi mencakup orang perseorangan atau korporasi
2. Dat apribadi umum dan data pribadi spesifik yang mencakup data keuangan pribadi
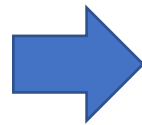
Data pribadi adalah informasi identifiable indin=vidual yang cakupannya luas

4. The economics of data ownership

- Applying the economics of intellectual property rights

- Data as intermediate goods

- Data ownership fragmentation and strategic behavior

Data ownership fragmentation and strategic behavior

Agricultural machinery equipped with digital sensors

Trading personal data with "free" information service providers

Personal Information Management Services

Acces Data in Digital Economic

Open versus closed data (1)

1. Private data ownership rights should not be confused with open or closed access.

2. Privately owned property can be open access while non-proprietary assets can be de facto closed for access (Merges, 2008).

3. The question of whether or not data should be openly accessible (purely open access to data) is a debated issue in academia (Dewald et al., 1986; Glandon, 2011; McCullough et al., 2006) and policy (European Commission, 2012; ESRC, 2010; OECD, 2007).

4. Advocates of open access to data argue that it facilitates subsequent research, including replication of existing works, and increases the diffusion of knowledge thereby enhancing the efficiency of the research system (Begley and Ellis, 2012; McCullough et al., 2008; Mueller-Langer et al., 2017; Nature, 2009; Piwowar et al., 2007; Piwowar and Vision, 2013).

1. The notion of data portability has attracted a lot of attention lately. It refers to data subjects' option to move their data between different (hardware and/or software) environments.

2. In the recently adopted GDPR, the concept is defined as a right of data subjects to have their data extracted from a data controller (or service provider) to be able to move it to a different data controller and/or simply store it.

3. an economics perspective, however, data subjects will be willing to port their data only if doing so represents a net gain (less cost or more satisfaction, for instance).

Benchmarking

Negara tujuan transfer data harus memenuhi prinsip adequacy yang mencakup persyaratan keamanan yang setara dengan GDPR

Transfer data pribadi keluar wilayah korea mewajibkan persetujuan dari subjek data dan ketentuan tindakan teknis, pengaturan dan fisik tertentu dalm regulasi terpisah

1. Negara penerima memiliki tingkat perlindungan Data pribadi yang setara
2. Terdapat perjanian internasional
3. Terdapat kontrak
4. Persetujuan dari pemiliki data
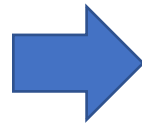
Untuk sektor swasta, transfer ke pihak ketiga di luar wilayah kanada tanpa persetujuan diperbolehkan asal kan organisasi bertanggung jawab atas keamanan data atau transfer dilakukan melalui perjanjian yang menjanjikan level keamanan setara dengan hukum di kanada

Regulations data Privacy in Indonesia

5. Regulations data Privacy in Indonesia

- UU No 36 tahun 1999 tentang Telekomunikasi
- UU No 8 tahun 1999 tentang Dokumen Perusahaan
- UU Nomor 43 tahun 2009 tentang Arsip Negara
- Perpres No 39 tahun 2018 tentang Satu Data Indonesia
- Perpres No 95 Tahun 2018 tentang Sistem Pemerintahan Berbasis Elektronik

- UU No 11 tahun 2008 tentang ITE sebagaimana di ubah UU No 19 tahun 2016 tentang perubahan UUITE
- PP No 71 tahun 2019 tentang Penyelenggaraan Sistem Elektronik
- Permen No 20 tahun 2016 tentang Perlindungan Data Pribadi dalam Sistem Elektronik

UU No 36 tahun 1999 tentang Telekomunikasi

Pasal 7

1. penyeienggaraan jaringan telekomunikasi;

2. penyelenggaraan jasa telekomunikasi;

3. penyelenggaraan telekomunikasi khusus.

Pasal 42

1. Penyelenggara jasa telekomunikasi wajib merahasiakan informasi yang dikirim dan atau diterima oleh pelanggan jasa telekomunikasi melalui jaringan telekomunikasi dan atau jasa telekomunikasi yang diselenggarakannya.

2. Untuk keperluan proses peradilan pidana, penyelenggara jasa telekomunikasi dapat merekam informasi yang dikirim dan atau diterima oleh penyelenggara jasa telekomunikasi serta dapat memberikan informasi yang diperlukan atas:

   a. permintaan tertulis laksa Agung dan atau Kepala Kepolisian Republik Indonesia untuk tindak pidana tertentu;

   b. permintaan penyidik untuk tindak pidana tertentu sesuai dengan Undang-undang yang berlaku.

Pasal 18

1. Penyelenggara jasa telekomunikasi wajib mencatat/merekam secara rinci pemakaian jasa telekomunikasi yang digunakan oleh pengguna telekomunikasi.

2. Apabila pengguna memerlukan catatan/rekaman pemakaian jasa telekomunikasi sebagaimana dimaksud pada ayat 1, penyelenggara telekomunikasi wajib memberikannya.

3. Ketentuan mengenai pencatatan/perekaman pemakaian jasa telekomunikasi sebagaimana dimaksud pada ayat 1 diatur dengan Peraturan Pemerintah.

U No 11 tahun 2008   tentang ITE sebagaimana di ubah

UU No 19 tahun 2016 tentang perubahan UUITE

Pasal 1 angka 1

Informasi Elektronik adalah satu atau sekumpulan data elektronik, termasuk tetapi tidak terbatas pada tulisan, suara, gambar, peta, rancangan, foto, electronic data interchange (EDI), surat elektronik (electronic mail), telegram, teleks, telecopy atau sejenisnya, huruf, tanda, angka, Kode Akses, simbol, atau perforasi yang telah diolah yang memiliki arti atau dapat dipahami oleh orang yang mampu memahaminya.

Pasal 1 angka 5

Sistem Elektronik adalah serangkaian perangkat dan prosedur elektronik yang berfungsi mempersiapkan, mengumpulkan, mengolah, menganalisis, menyimpan, menampilkan, mengumumkan, mengirimkan, dan/atau menyebarkan Informasi Elektronik.

Pasal 26

1) Kecuali ditentukan lain oleh Peraturan Perundangundangan, penggunaan setiap informasi melalui media elektronik yang menyangkut data pribadi seseorang harus dilakukan atas persetujuan Orang yang bersangkutan.

2) Setiap Orang yang dilanggar haknya sebagaimana dimaksud pada ayat (1) dapat mengajukan gugatan atas kerugian yang ditimbulkan berdasarkan Undang-Undang ini.

PP No 71 tahun 2019 tentang Penyelenggaraan Sistem Elektronik

- Pasal 1angka 29

Data Pribadi adalah setiap data tentang seseorang baik yang teridentifikasi dan/atau dapat diidentifikasi secara tersendiri atau dikombinasi dengan informasi lainnya baik secara langsung maupun tidak langsung melalui Sistem Elektronik dan /atau nonelektronik.

Pasal 14
1) Tentang Prinsip-Prinsip Pemrosesan Data Pribadi
2) Proses Data Pribadi meliputi:
   a) perolehan dan pengumpulan;
   b) pengolahan dan penganalisisan;
   c) penyimpanan;
   d) perbaikan dan pembaruan;
3) Pemrosesan Data Pribadi harus mendapat persetujuan dari pemilik data pribadi
4) Syarat lain ttg pemrosesan data pribadi
5) Jika terjadi kegagalan dalam pemrosesan maka harus di beritahukan kepada pemilik data pribadi

Pasal 15

1) Setiap Penyelenggara Sistem Elektronik wajib menghapus Informasi Elektronik dan/atau Dokumen Elektronik yang tidak relevan yang berada di bawah kendalinya atas permintaan orang yang bersangkutan.
2) Penghapusan data pribadi meliputi :
   a) penghapusan (right to erasurel; dan
   b) pengeluaran dari daftar mesin pencari (right to delisting)

Permen No 20 tahun 2016 tentang Perlindungan Data Pribadi dalam Sistem Elektronik

Pasal 1angka 1

Data Pribadi adalah data perseorangan tertentu yang disimpan, dirawat, dan dijaga kebenaran serta dilindungi kerahasiaannya

Pasal 1 angka 3

Pemilik Data Pribadi adalah individu yang padanya melekat Data Perseorangan Tertentu.

Pasal 1angka 4

Persetujuan Pemilik Data Pribadi yang selanjutnya disebut Persetujuan adalah pernyataan secara tertulis baik secara manual dan/atau elektronik yang diberikan oleh Pemilik Data Pribadi setelah mendapat penjelasan secara lengkap mengenai tindakan perolehan, pengumpulan, pengolahan, penganalisisan, penyimpanan, penampilan, pengumuman, pengiriman, dan penyebarluasan serta kerahasiaan atau ketidakrahasiaan Data Pribadi.

Pasal 3

Perlindungan Data Pribadi dalam Sistem Elektronik dilakukan pada proses:

a. perolehan dan pengumpulan;

b. pengolahan dan penganalisisan;

c. penyimpanan;

d. penampilan, pengumuman, pengiriman, penyebarluasan, dan/atau pembukaan akses; dan

e. pemusnahan.

Pasal 29

Setiap Pemilik Data Pribadi dan Penyelenggara Sistem Elektronik dapat mengajukan pengaduan kepada Menteri atas kegagalan perlindungan kerahasiaan Data Pribadi.

UU No 8 tahun 1999 tentang Dokumen Perusahaan

- Pasal 1 ayat (2)

- Dokumen perusahaan adalah data, catatan, dan atau keterangan yang dibuat dan atau diterima oleh perusahaan dalam rangka pelaksanaan kegiatannya, baik tertulis di atas kertas atau sarana lain maupun terekam dalam bentuk corak apapun yang dapat dilihat, dibaca, atau didengar.

Pasl 11 ayat (1)

Catatan sebagaimana dimaksud dalam Pasal 5, bukti pembukuan sebagaimana dimaksud dalam Pasal 6, dan data pendukung administrasi keuangan sebagaimana dimaksud dalam Pasal 7 ayat (2) huruf a, wajib disimpan selama 10 (sepuluh) tahun terhitung sejak akhir tahun buku perusahaan yang bersangkutan

UU Nomor 43 tahun 2009 tentang Arsip Negara

Pasal 1angka 2

Arsip adalah rekaman kegiatan atau peristiwa dalam berbagai bentuk dan media sesuai dengan perkembangan teknologi informasi dan komunikasi yang dibuat dan diterima oleh lembaga negara, pemerintahan daerah, lembaga pendidikan, perusahaan, organisasi politik, organisasi kemasyarakatan, dan perseorangan dalam pelaksanaan kehidupan bermasyarakat, berbangsa, dan bernegara.

Pasal 9
1) Pengelolaan arsip sebagaimana dimaksud dalam Pasal 6 ayat (5) dilakukan terhadap arsip dinamis dan arsip statis.
2) Pengelolaan arsip dinamis sebagaimana dimaksud pada ayat (1) meliputi:

   a. arsip vital;
   b. arsip aktif; dan
   c. arsip inaktif.

Perpres No 39 tahun 2018 tentang Satu Data Indonesia

Pasal 1angka 1

Satu Data Indonesia adalah kebijakan Data pemerintah untuk menghasilkan tata kelola Data yang akurat, mutakhir, terpadu, dan dapat dipertanggungjawabkan, serta mudah diakses dan dibagipakaikan antar Instansi Pusat dan Instansi Daerah melalui pemenuhan Standar Data, Metadata, Interoperabilitas Data, dan menggunakan Kode Referensi dan Data Induk.

Pasal 1 angka 2

Data adalah catatan atas kumpulan fakta atau deskripsi berupa angka, karakter, simbol, gambar, peta, tanda, isyarat, tulisan, suara, dan/atau bunyi, yang merepresentasikan keadaan sebenarnya atau menunjukkan suatu ide, objek, kondisi, atau situasi.

Jenis Data:
a. Data Statistik
b. Data Geospasial
c. Data keuangan

Pasal 11
Penyelenggara Satu Data

a. Dewan Pengarah;
b. Pembina Data tingkat pusat;
c. Walidata tingkat pusat; dan
d. Produsen Data tingkat pusat

Perpres No 95 Tahun 2018 tentang Sistem Pemerintahan Berbasis Elektronik

Pasal 1angka 1

Sistem Pemerintahan Berbasis Elektronik yang selanjutnya disingkat SPBE adalah penyelenggaraanpemerintahan yang memanfaatkan teknologi informasi dan komunikasi untuk memberikan layanan kepada Pengguna SPBE

.

Pasal 1angka 2
Tata Kelola SPBE adalah kerangka kerja yang memastikan terlaksananya pengaturan, pengarahan, dan pengendalian dalam penerapan SPBE secara terpadu.

Pasal 3
Ruang lingkup meliputi:
a. Tata Kelola SPBE;
b. Manajemen SPBE;
c. Audit Teknologi Informasi dan Komunikasi;
d. penyelenggara SPBE;
e. percepatan SPBE; dan
f. pemantauan dan evaluasi SPBE.

Pasal 49
1) Manajemen data sebagaimana Pasal 46 ayat (1) huruf c bertujuan untuk menjamin mutakhir, terwujudnya data yang akurat, terintegrasi, dan dapat diakses sebagai dasar perencanaan, pelaksanaan, evaluasi, dan pengendalian pembangunan nasional.
2) Manajemen data dilakukan melalui serangkaian proses pengelolaan arsitektur data, data induk, data referensi, basis data, dan kualitas data.

"Artificial Intellegence"

The-ethics-of-"Artificial Intellegence"

| Law | Norm | Ethic | Realtionship | Data privacy | Dispute | Owrneship | right |

The Recommendation OECD identifies five complementary values-based principles for the responsible stewardship of trustworthy AI:

1. AI should benefit people and the planet by driving inclusive growth, sustainable development and well-being.
2. AI systems should be designed in a way that respects the rule of law, human rights, democratic values and diversity, and they should include appropriate safeguards – for example, enabling human intervention where necessary – to ensure a fair and just society.
3. There should be transparency and responsible disclosure around AI systems to ensure that people understand AI-based outcomes and can challenge them.
4. AI systems must function in a robust, secure and safe way throughout their life cycles and potential risks should be continually assessed and managed.
5. Organisations and individuals developing, deploying or operating AI systems should be held accountable for their proper functioning in line with the above principles.

Consistent with these value-based principles, the OECD also provides five recommendations to governments:

1 Facilitate public and private investment in research & development to spur innovation in trustworthy AI.

2 Foster accessible AI ecosystems with digital infrastructure and technologies and mechanisms to share data and knowledge.

3 Ensure a policy environment that will open the way to deployment of trustworthy AI systems.

4 Empower people with the skills for AI and support workers for a fair transition.

5 Co-operate across borders and sectors to progress on responsible stewardship of trustworthy AI.

The questions is Benerfitand Risk

Telkom University

How do we get the balance right between those benefits AI and the risks AI that go along with them?"

On **the benefit side**, we can already see hundreds of millions, even billions of people using and benefiting from AI today. It's important we don't forget that. Across all of their daily use in search and things like maps, health technology, assistants like Siri and Alexa, we're all benefiting a lot from the convenience and the enhanced decision-making powers that AI brings us.

But on the flip side, there are justifiable concerns around jobs that arise from automation of roles that AI enables, from topics like autonomous weapons, the impact that some AI-enabled spaces and forums can have on the democratic process, and even things emerging like deep fakes, which is video created via AI which looks and sounds like your president or a presidential candidate or a prime minister or some kind of public figure saying things that they have never said. All of those **are risks** we need to manage. But at the same time we need to think about how we can enable those benefits to come through.

There's a question about what the ethics of that are

- AI going to use it for a good purpose, AI going to try to improve people's health, but the other ethical question is, "In the execution of trying to use it for good, are you also doing the right ethical things?"

Artificial Intellegence

techonology

Data

Mesin

Hardware

Software

law

norm

Human

Ethic

Sprituality

Example implantation AI for skin cancer

➤ Some of the things that AI is particularly good at—or the new generations of AI are particularly good at—are analyzing images, for instance. That has broad applicability. Take, for example, diagnosing skin cancer. One thing you could imagine doing is taking a mobile phone and uploading an image and training an AI system to say, "Is this likely to be skin cancer or not?"

➤ We've seen the ability to use artificial-intelligence technology, particularly deep learning, be able to very quickly, much more quickly than a smaller set of human beings, identify these featureson satellite imagery, and then be able to divert or allocate resources, emergency resources, whether it's healthcare workers, whether it's infrastructure construction workers, to better allocate those resources more quickly in a disaster situation.

three levels of Ethic AI

one: bias. Does the data reflect the population?

two: fairness. Even if it does, does that mean that we should continue that in perpetuity? And

three: unethical. "Are there things that these technologies can do which we should just never do?" is a helpful of way of separating some of those issues.

Case Study Facebook

Data Facebook : As of March, 2016,

a) 1.65 billion monthly active users,

b) 1.09 billion daily active users,

c) 989 million mobile daily active users, and

d) 1.51 billion mobile monthly active users.

- "How trustworthy is Facebook overall?"

- We know that Facebook is an inherently social tool designed to create, foster, and expand social interaction

- We also know that Facebook routinely tinkers with its user interface to inspire user trust and, in turn, sharing.

Study : begins In particular, it is the trust we have in others—what sociologists call particular social trust—that encourages us to share on Facebook.

Particular : Facebook left off, seeking to fill a gap in the legal and social science literature on what motivates people to share personal information online and when regulators should step in to protect individuals from manipulation.

Higher levels of trust : in the platform and higher levels of trust in those individuals in our networks are associated with a higher propensity to share personal information

Facebook VS platform to benefit

Among many other tactics, Facebook prefaces both social posts and native advertisements with information on how one's friends and other users have interacted with the content. In doing so, it not only creates the circumstances for social interaction with those we trust, it exploits the trust we have in our friends and families for financial gain by manipulating us into sharing information with third party advertisers, as well.

Given how frequently users already confuse native advertisements with other content

Facebook's design strategy to leverage trust to manipulate us into clicking on those advertisements should give us pause.

What Is Trust

sharing, and privacy online focuses either on how protecting privacy can build trust

how the perception that a website can be trusted to protect user privacy can assuage the privacy risks perceived by consumers

the Federal Trade Commission (FTC) and the California Attorney General's office recommend that online platforms be transparent about their privacy and data practices so as to inspire consumer trust, are talking about the trust consumers have that those platforms will fulfill their data privacy promises and safeguard customer data

What Is Trust

The trust we have in specific other people is called

particular social

trust, or a resource of social capital between or among two or more persons concerning the expectations that others will behave according to accepted norms

Particular Social Trust and the Propensity to Disclose (1)

Example : It makes sense, then, to turn to trust when thinking about what motivates us to share personal information online: Alice shares information with Brady because Alice trusts Brady with that information

Norm : the applicable norms—confidentiality and discretion

Study : Based on research that established a link between how professional a website looks and its security

Particular Social Trust and the Propensity to Disclose (2)

- **First,** bigness. Facebook's pride in being the largest social network on the planet is not rooted in a simple obsession with size.

- **Second,** community. Facebook's design makes us think that we're talking to specific other people in controlled spaces.

Trust, Sharing, and Privacy

Question

1. Part I of the survey asked for basic demographic data

2. Part II of the survey concerned what type of information users share on Facebook

3. Part III of the survey included the standard trust question: Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with strangers? This question was asked to obtain baseline information on respondents' general feelings about trust and trust in others.

4. Part IV of the survey asked respondents a series of Likert scale questions about their motivations to share information on Facebook. The diverse list captured potential emotional, rational, and social motivations.

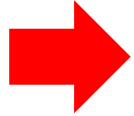5. Section V of the survey also included Likert scale questions.
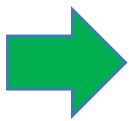
Conclusion

1 Conclusion : has presented data suggesting that we share when we trust. In particular, we tend to be more willing to share information online when we know that our friends have also shared similar information.

2 Conlcusion: That a user's propensity to share can be nudged by creating a community of sharers that a user trusts explains why Facebook notifies its users about their friends' likes, dislikes, and online activity.

3 Conlcusion : Given that the connection between particular social trust and the propensity to share has been underappreciated to date, misuse of social network data has escaped privacy regulation.

Dr. Helni Mutiarsih Jumhur SH., MH

- Faculty Member FEB-MBTI Telkom University core --Cyber Law– (Fakultas Ekonomi Bisnis)
- Faculty Member Fakultas Pasca Sarjana Teknik Elektro telkom university- S2 Manajemen dan Regulasi Telekomunikasi (Fakultas Teknik Elektro)
- Tenaga ahli Kementerian Kominfo (2010-2018)
- Tenaga Ahli Kementerian Setneg RI (2012-2014)
- Tenaga Ahli Kementerian Pan RB (2019-sekarang) untuk penyusunan RUU Sistem Pemerintahan Berbasis Elektronik
- Anggota Dewan Pengawas Pengelola Nama Domaian Indonesia (PANDI) (2019-2023)
- Komite Resiko Asuransi Jiwa Tugu Mandiri (AJTM) (2018) -sekarang)
- Anggota Representatif Akademis Pengelola Nama Domain Indonesia (PANDI) (2014-sekarang)
- Panelis Penyelesaian Sengketa Nama Domain (PPND)-PANDI (2015-sekarang)
- General Secretary Consortium System Smart Card Indonesia –(ITB UI Tel-U –UNHAS)-RISTEK DIKTI-2016 –sekarang
- Project Manajemen Officer (PMO) Bidang Hukum - Peta Jalan E-commerce Kementerian Koordinator Bidang Perekonomian (2017)
- Project Manajemen Officer (PMO) Bidang Hukum - Peta Jalan E-commerce Kementerian Koordinator Bidang Perekonomian (2018)
- Tim Evaluator Sistem Pemerintahan Berbasis Elektronik (SPBE) Kementerian PAN RB (2018-sekarang)
- Tim Penyusun Regulasi Sistem Pemerintahan Berbasis Elektronik (SPBE) Kementerian PAN RB (2019)
- Pengurus Asosiasi Ikatan Auditor Teknologi Indonesia (IATI) (2018-sekarang)
- Tim Certificate Authority non government (BPPT-IATI) (2019-sekarang)