

SCHOOL OF EDUCATION & PROFESSIONAL STUDIES

# Disciplined Inquiry in Education Seminar Series

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Literacy Center Balcony

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## CONSUMER RIGHTS IN THE ERA OF TECHNOLOGY AND ARTIFICIAL INTELLIGENCE

**Abstract:** Under the common law doctrine the consumers had very little protection from misleading advertisements and defective products. Caveat emptor was the expected philosophy under which it was the consumers' responsibility to exercise all due diligence in deciding upon which products and services to buy. Many consumers burnt their fingers because they did not understand the advertising messages and their implications for their interests. This led to a declaration made by President John F Kennedy on March 15 1962; which provided four basic rights to the consumers. The UN guidelines for consumer protection spread the awareness of these rights to the global consumers and also expanded upon them to include 8 consumer rights. This talk summarizes these eight rights and tries to assess the impact of technology and artificial intelligence on the exercise of these rights. The electronic signing of contracts use of Artificial Intelligence to design and advertise products; the one to one customization are some of the prominent areas that have been influenced. These developments have necessitated a second look at these rights and the need to protect them even more.

