

New digital rights for an AI Era

Vitor Lima



Proposed Right

Digital/AI-Era Threat Addressed

Right to Algorithmic Transparency	1	Opaque AI decision-making systems that impact consumers without explanation.
Right to No-Infinite Loops	2	AI-driven customer service systems that make complaints difficult to resolve.
Right to Simplified Consent	3	Forced acceptance of unreadable terms of service and privacy policies.
Right to Compensation for Data Intrusion	4	Unauthorized data usage and breaches violating consumer privacy.
Right to Ethical AI Compliance	5	Use of unethical AI systems that harm consumers or violate principles of fairness.
Legal Framework Against Digital Manipulation	6	Subliminal persuasion and persuasive design that exploits behavioral vulnerabilities.
Legal Framework for Fair AI Markets	7	Monopolistic control of digital platforms and unfair market dominance
Right to Verified Content	8	Spread of disinformation and lack of mechanisms to verify authenticity
Right to Unbiased AI Recommendations	9	Algorithmic bias leading to discriminatory or manipulative suggestions
AI Washing Law	10	Misleading claims about AI ethics or capabilities, used to manipulate trust
Right to Consumer AI Advocacy	11	Lack of institutional representation and advocacy in AI-related consumer issues
Right to Open Digital Horizons	12	Filter bubbles and recommendation systems that limit exposure to diverse perspectives
Right to Behavioral Integrity	13	Behavioral targeting and subliminal influence undermining consumer autonomy
Right to Repair	14	Design of AI-integrated products that prevent maintenance and induce premature obsolescence
Right to AI and Digital Literacy	15	Widespread lack of understanding of AI systems, reducing consumer empowerment and agency

