

**WHY**  
AI MATTERS  
FOR CONSUMER

AI is increasingly used in consumer products and services.

It brings opportunities, but also risks for:

- Safety
- Fairness
- Privacy
- Transparency
- Inclusion

**WHAT**  
IS THE AI WHITE  
PAPER?

Developed by COPOLCO WG 22 & WG 24, with COPOLCO Secretariat support.

Reviews the AI regulatory landscape

Examines AI impacts from a consumer perspective

Provides recommendations to inform ISO work

**WHAT**  
DOES IT  
COVER?

AI opportunities and risks for consumers

Views from consumer organizations

Global, regional & national AI governance trends

Recommendations for ISO AI standards

Potential future AI work areas (Annex)

**WHAT**  
MAKES IT  
IMPORTANT?

AI regulation is evolving and fragmented.

The White Paper supports:

1. Better consideration of consumer protection
2. Alignment with existing international frameworks
3. Safer, fairer, and more trustworthy AI for consumers

**HOW**  
CAN IT BE  
USED?

1. Reference for AI-related standards development
2. Support consumer participation in TCs & WGs
3. Inform national positions and capacity building