CTA: SHAPING THE RESPONSIBLE FUTURE OF AI FOR A BETTER WORLD

About CTA

As North America's largest tech association, CTA's diverse members are shaping the future of AI technology through industry leadership and pro-innovation advocacy. As demonstrated at CES 2024, AI holds enormous potential to improve our world, and our members represent the cutting edge of a trend that will transform how we communicate, do business, and care for one another.

CTA's position on AI is unique. In addition to advocating for innovation-friendly rules and guardrails for AI, we have produced several consensus standards concerning AI; published market and consumer research studies; developed and managed thematic stock indexes for AI-focused exchange-traded funds; and convened industry leaders and regulators at the world's showcase of innovation, CES.

CTA's AI Advocacy

1. **CTA believes that existing legal authorities apply to the use of automated systems and AI just as they apply to other practices. This was emphasized in last year's joint statement by DOJ, EEOC, FTC, and CFPB.**
2. **CTA supports ethical and responsible AI through industry standards, risk management, and national AI policy.**
3. **Policy should recognize that AI is improving lives and solving big global problems.**

Key Elements of an Effective National AI Legislation

CTA supports the adoption and use of voluntary AI principles and frameworks that encourage the development of accurate, ethical, inclusive, and trustworthy AI while offering flexibility to innovate.

CTA's National AI Policy and Regulatory Framework's Key Takeaways:

1. Incentivizes member companies to self-regulate by leveraging widely accepted AI governance frameworks, such as the National Institute of Standards and Technology's (NIST's) AI Risk Management Framework (RMF) to which CTA and many other stakeholders contributed.

2. Would require AI system developers and deployers to adopt AI governance frameworks that include procedures to map, measure, manage, and govern AI risks.

3. Outlines obligations that would be specific to developers and deployers of "high-risk" AI systems.

4. Clarifies that when the policy is enacted by Congress, it would expressly preempt all state and local regulations regarding AI.

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Several CTA Federal, State & International Filings on AI

CTA, with the help of its diverse AI Working Group, has filed and submitted countless comments and letters federally, locally, and internationally. The listings submitted have addressed a range of AI-related policies from governance, implementation, and design to AI auditing, use cases, AI and copyright, and best practices.

- *CTA Comments in Response to NIST RFI related to NIST's Assignments Under Sections 4.1, 4.5 and 11 of the Executive Order Concerning Artificial Intelligence*
- *Written Statement of Gary Shapiro, President and CEO, Consumer Technology Association for Majority Leader Schumer's AI Insight Forum on Privacy & Liability*
- *CTA Letter to House Energy & Commerce Committee's Subcommittee on Health Outlining CTA's Recent Work on AI and Our Policy Positions*
- *CTA Response Letter to Senators Hickenlooper and Blackburn Request on How Members Are Incorporating Best Practices from the National Institute of Standards and Technology ("NIST") Artificial Intelligence Risk Management Framework ("Framework" or "AI RMF")*
- *CTA Response to Senator Cassidy's AI HELP Committee Questionnaire Letter*
- *CTA Response to White House OSTP Request for Information on National AI Priorities*
- *CTA Comments to House Energy & Commerce Committee's Subcommittee on Health Hearing, "Understanding How AI is Changing Health Care"*
- *CTA Comments to US Copyright Office NOI on AI and Copyright*
- *CTA Letter to House Energy & Commerce Committee's Subcommittee on Communications and Technology Hearing, "Leveraging AI to Enhance American Communications"*
- *CTA Comments in Response to OSTP RFI on National Priorities for AI*
- *CTA Comments to NTIA Regarding AI Accountability Policy RFC (NTIA–2023–0005)*
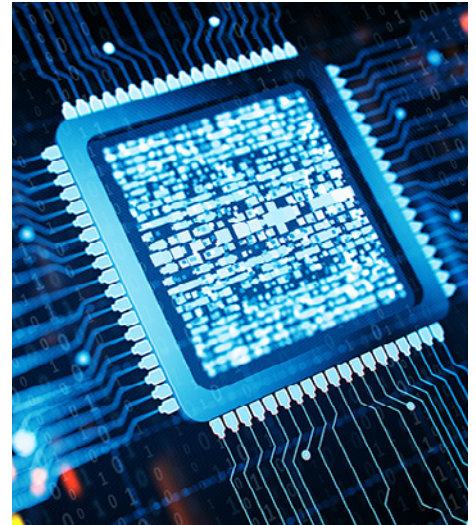
CTA's Standards on AI

Consensus-based industry standards are critical to AI governance and regulatory compliance. As an American National Standards Institute (ANSI) accredited standards development organization CTA has produced several AI standards to date, including:

- The Use of Artificial Intelligence in Health Care: Managing, Characterizing, and Safeguarding Data (ANSI/CTA-2107-A)
- Cybersecurity Threats and Security Controls for Machine Learning Based Systems (CTA-5203)
- Guidelines for Developing Trustworthy Artificial Intelligence Systems (ANSI/CTA-2096)

2023 Decoding Consumer Sentiment and Outlook on Artificial Intelligence

U.S. adults aware of AI think of AI as "innovative" and are open to using AI-enabled services, like home security and health care, while expressing concerns about privacy and disinformation. At the same time, AI-familiar consumers feel the federal government should be responsible for implementing a balanced approach to regulating AI.

- For more insights, visit CTA.tech/Research.

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