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“Potential Bias in AI Consumer Decision Tools Eyed by FTC, CFPB,” Bloomberg Law

Publications

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By: Michael W. Ross

In this article, Jenner & Block Partners Ali M. Arain and Michael W. Ross and Law Clerk Jonathan Steinberg observe that the growing use of artificial intelligence to make automated decisions impacting consumers will likely fuel federal regulators’ interest in probing potential discrimination and unfairness this year. “Over the last year, federal regulators with enforcement authority in the consumer space—the Federal Trade Commission (FTC) and the Consumer Financial Protection Bureau (CFPB)—have expressed their intention to continue enforcement efforts,” the authors write.

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