



# **IBA/IFA JOINT CONFERENCE**

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## **News around the World - China**

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# Copyright Law

- **Copyrightable work must be created by a human author**
- **No separate category for computer generated work**
- **No specific rules on use of third party's materials for training**
- **Note : 2023 Interim Measures – observance of other's IPR rights**

# 2023 Interim Measures

- **Generative AI : model and technology that can generate texts, pictures, sounds, video footage**
- **National security considerations**
- **Prohibition of discrimination**
- **Prohibition of monopolistic behaviour and unfair competition behaviour**
- **Observance of other's rights (e.g. IPRs, personal data)**
- **Measures to control addictive behaviour of young users**
- **Preservation of records for investigation**

# 2022 Algorithm Regulations

- **Algorithm recommendation services :**
  - generative and synthetic algorithms
  - personalized contents pushing algorithms
  - sorting and refined selection algorithms
  - Retrieval and filtering algorithms
  - scheduling and decision-making algorithms
- **Several authorities jointly regulate this area**
- **Recordal system for those with public opinion and social mobilization capabilities, as a first step of regulation**

# 2022 Algorithm Regulations

- **No settings for addictive and over-consumption behaviour**
- **Illegal and unethical contents should not be labelled for pushing information purpose**
- **No block of information, over-recommending certain contents, manipulating ranking or sequence of search results**
- **No use for monopolistic and unfair competition behaviour**
- **Elderly protection and adaptation, minor protection**
- **If target service providers – observe labour rights**
- **No price differentiation or unequal treatment**

# 2024 Security Governance Framework

- To understand the logic of the authorities
- A mix of regulatory rules and technical requirements
- National security considerations
- Cognitive and ethical risks stressed
- IPR, personal data considerations
- Capability to trace back