



Korea Communications Commission

NEWS RELEASE

Date: June 30, 2021

Contact:

Consumer Policy Bureau

Consumer Policy Coordination Division (02-2110-1510)

KCC ANNOUNCES ‘BASIC PRINCIPLES FOR USER PROTECTION ON AI-BASED MEDIA RECOMMENDER SERVICES’ FOR DIGITAL MEDIA PLATFORMS

- Establishes self-directed rules to protect rights of users of recommender services–

- Includes information disclosure and ensuring choice for consumers–

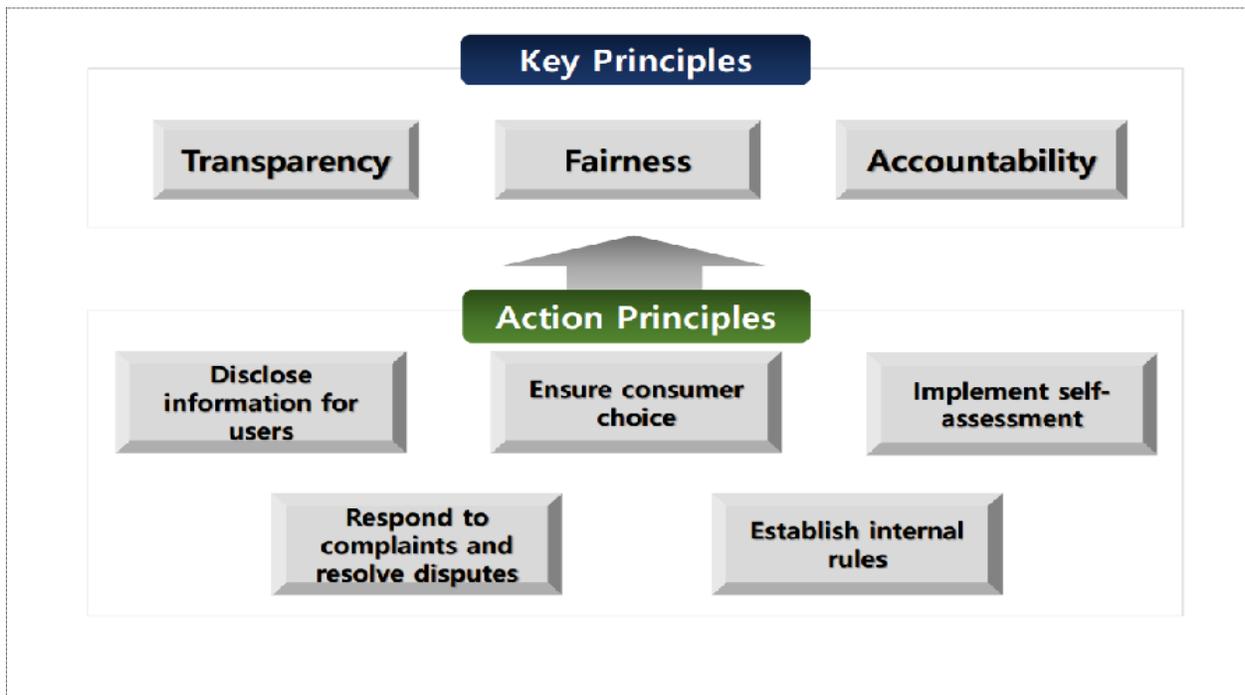
June 30, 2021 - The Korea Communications Commission (KCC, Chairman Han Sang-hyuk) and the Korea Information Society Development Institute (KISDI, President Kwon Ho-yeol) announced today the ‘Basic Principles for User Protection on AI-based Media Recommender Services’ (Basic Principles on Recommender Services) regarding the recommender services on digital platforms.

With more digital media being reorganized on ‘platforms’ in terms of content and delivery, there is a need now for new rules to protect media users’ rights and interests. In particular, many have noted the lack of transparency and presence of bias surrounding the AI-based recommendations on digital media platforms, prompting lawmakers to discuss legislation to guarantee platform users’ right of access to information and right of choice.

The newly created Basic Principles on Recommender Services are self-directed rules for service providers meant to secure transparency and diversity in AI-based recommender services, which in recent days have grown to become the representative media service model.

The Basic Principles outline an “objective” and “definitions of terms” for the digital platform space where media content is provided and consumed, and the content includes three key principles and five action principles for recommender service providers. Furthermore, the Basic Principles also clarify the government’s role in supporting service providers and strengthening users’ AI literacy.

Outline of the “Basic Principles for Recommender Services”



<Three Key Principles>

The three key principles of transparency, fairness and accountability are each special rules based on the “Principles for User-Centered Intelligent Information Society” announced by the KCC in 2019. They embody the principles and values which correspond to the function and status of digital media.

<Five Action Principles>

In order to realize the key principles, there are five action principles of: disclose information for users; ensure consumer choice; implement self-assessment; respond to complaints and resolve disputes; establish internal rules.

Of these, “disclose information” and “ensure choice” aim to provide basic information about recommender services and personal settings for the services to consumers to enable reasonable consumption, while at the same time encourage recommender services that reflect actual preferences and needs. In short, these two action principles seek to supplement the inherent function of recommender services.

These Basic Principles are the result of a thorough process which began in December of last year and encompass a wide array of opinions from civic society and stakeholders. Starting with the opinions from a consultative body of experts, the process also took into account the views of a public-private consultative body composed of representatives from industry and academia, as well as a discussion with operators and open debate.

The KCC plans to draw up a guide on the five action principles so that recommender service providers can self-carry out the “Basic Principles for Recommender Services.” The action guide will have rational standards and exemplary measures so that the “Basic Principles for Recommender Services” can be adapted according to characteristics of services, types of media content and level of risk.

Attachment: Basic Principles for User Protection on AI-based Media Recommender Services

###