

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

I. Objective

- A. These Basic Principles are self-directed action rules advised for recommender service providers in order to improve the transparency and fairness of AI-based recommender services used on digital media platforms.
- B. These Basic Principles aim to preserve the value of media which forms the free and democratic foundation of an intelligent information society by preventing biased/discriminatory provision of digital media content and actively ensuring the rights and interests of users.

II. Definition of Terms

These terms used in the Basic Principles are defined as follows.

- A. The term “digital media platform” means an internet homepage, mobile application, or other electronic system equivalent thereto which has the purpose of providing or mediating digital media content.
- B. The term “digital media content” means information or data, such as text, images, or video, provided to the general public for the purpose of providing information, entertainment, education, advertising, etc., or produced or processed in digital form to enhance the effectiveness of its preservation and use.
- C. The term “AI-based recommender service” (hereinafter “recommender service”) means a service that selectively exposes media content to users through a fully or partially automated content arrangement system (hereinafter “recommender system”) by applying an AI algorithm.

- D. The term “recommender service provider” means a business operator that provides or mediates media content using the recommender system of a digital media platform.
- E. The term “user” means an individual who uses or intends to use the recommender service provided by a digital media platform, and includes both the individual who consumes media content through the platform and the individual who supplies media content through the platform service.

III. Key Principles

1. Transparency

- A. Recommender service providers disclose the information necessary for users to recognize that services are being provided at the start of use and understand the main factors and effects which affect the content of service.
- B. In the case where negative factors in recommendation are discovered or a user complaint is filed, the recommender service provider will thoroughly explain the process of creating a recommendation.

2. Fairness

- A. The recommender service provider will take measures to set the standards for automatic content arrangement and fairness of the recommendation results so that any bias in the recommender system does not infringe upon the rights and interests of users or impede media diversity.
- B. In following the above, measures to ensure fairness include a variety of technical and administrative means, such as ensuring consumer choice and responding to complaints, evaluating the pre- and post-impact of recommender services and continuously improving the system.

3. Accountability

- A. Recommender service providers have a social responsibility to comply with these Basic Principles in order to enhance transparency and fairness.

- B. Recommender service providers are responsible for removing and correcting any negative recommendation results such as errors/malfunctions or violations of current laws and regulations should they occur during the operation of the recommender service, and shall endeavor to resolve user complaints or disputes.

IV. Action Principles

1. Disclose information for users

- A. The recommender service provider notifies the user through means such as real-time text or notification on the home screen about the provision of service through an AI-based recommender system.
- B. The recommender service provider discloses in an easy-to-understand manner the main factors, such as a user's consumption/search history, views per content, age and gender, which is applied to automatic content arrangement. Such disclosure methods include notifications on the home screen, pop-up notifications, and in the terms and conditions.

2. Ensure consumer choice

- A. The recommender service provider ensures consumer choice so users who consume media content can access and use media content in a reasonable manner according to their preferences and needs.
- B. In order to guarantee the choice mentioned above, the recommender service provider provides the feature to select or change the main factors that are applied in automatic arrangement in a manner that is easy to use for consumers.
- C. The select/change feature can be provided in a practicable range of options considering the type of content, required time, cost and available technology.

3. Implement self-assessment

- A. The recommender service provider prepares a self-assessment system which evaluates and adjusts the impact of recommender services on users and thereby manages risk. Examples of self-assessment implementation are below.

1. Predict and evaluate in advance the potential risks from recommender services to gain effective control measures proportional to the degree of risk.
2. Continuously check and manage the impact of recommender services on users throughout the operation of service.
3. Record the development and application process of the recommender service so that accessibility, readability and verifiability are satisfied, and store these records for a set amount of time to be used in self-assessment of recommender services.
- B. Self-assessment is carried out in a manner differentiated according to the level of risk, and is operated within a practical scope considering required time, cost and available technology.
4. Address complaints and resolve disputes
 - A. The recommender service provider takes necessary measures to promptly address complaints related to the results of applying the recommender system and adequately resolve disputes between users.
 - B. Complaints and disputes will be addressed through new or existing methods, and information on using the methods will be easily accessible to users, such as through notifications on the home screen.
5. Establish internal rules
 - A. The recommender service provider voluntarily establishes and discloses internal rules for the use and management of the recommender system, taking into account current laws, business ethics and AI ethics.
 - B. The internal rules may include detailed guidelines and technical/administrative means for compliance with these Basic Principles, as well as content about the organizational structure for self-assessment or procedure for dispute resolution.

V. Role of Government for Implementing Basic Principles

1. Support for service providers

- A. The government establishes implementation guides and support policies by reflecting the opinions of stakeholders and experts so that recommender service providers can effectively implement these Basic Principles.
 - B. The government may establish a policy advisory body to provide an implementation guide on technical/administrative measures necessary to implement these Basic Principles and continuously enhance the transparency and fairness of recommender services.
2. Strengthen AI literacy
- A. The government should draw up measures to strengthen users' ability to utilize AI in order to prevent any disadvantages or harm from use of recommender services and to create a rational media environment.
 - B. The government should draw up policies that allow recommender service providers to expand and strengthen AI literacy programs for users and to disseminate educational content for AI literacy.