

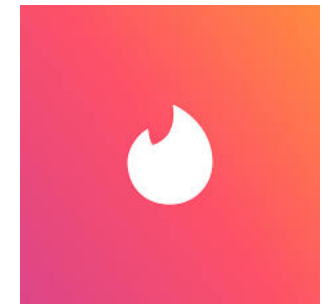
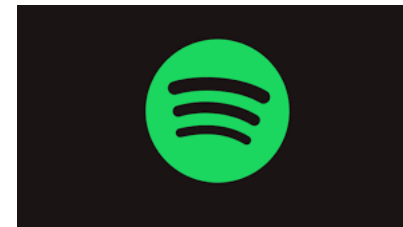


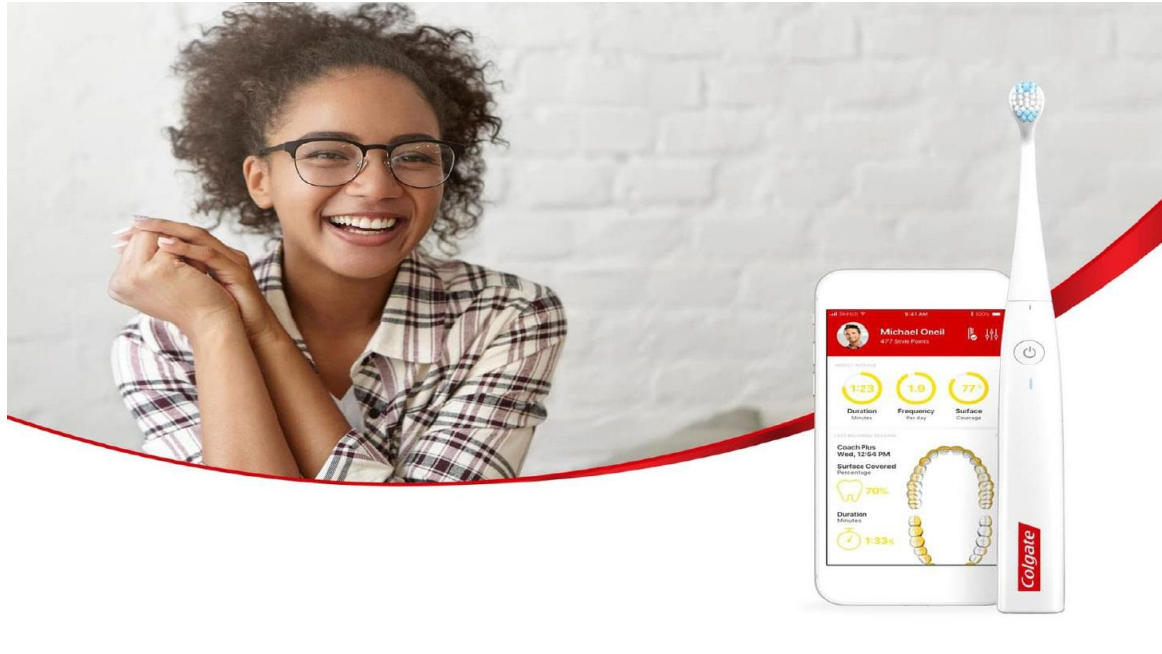
Abria



[illegible]

1980











## Terms of Use

Business Catalyst

Additional Terms of Use

LAST UPDATED: February 17, 2012

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☒ I have read and agree to the Terms of Use and Privacy Policy.

Decline

Accept

FEB 16, 2012 @ 11:02 AM 3,166,522

The Little Black Book of Billionaire Secrets

## How Target Figured Out A Teen Girl Was Pregnant Before Her Father Did



Kashmir Hill, FORBES STAFF

Welcome to The Not-So Private Parts where technology & privacy collide [FULL BIO](#)

“Every time you go shopping, you share intimate details about your consumption patterns with retailers. And many of those retailers are studying those details to figure out what you like, what you need, and which coupons are most likely to make you happy. [Target TGT - 1.75%](#), for example, has figured out how to data-mine its way into your womb, to figure out whether you have a baby on the way long before you need to start buying diapers.”

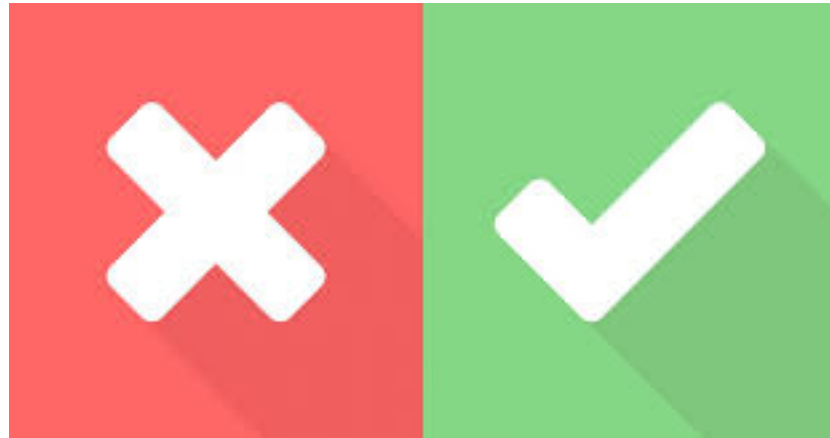






# DATAÍSMO





...conjunto de Valores e Princípios  
que lidam com a compreensão das  
ações humanas destinadas à  
sustentação de uma determinada  
sociedade, no tempo e no espaço,  
permitindo reflexões...

## Principais questões éticas envolvendo a inteligência artificial e suas aplicações @ Fórum Econômico Mundial

- **Unemployment:** What happens after the end of jobs?
- **Inequality:** How do we distribute the wealth created by machines?
- **Humanity:** How do machines affect our behaviour and interaction?
- **Artificial stupidity:** How can we guard against mistakes?
- **Racist Robots:** How do we eliminate AI bias?
- **Security:** How do we keep AI safe from adversaries?
- **Evil genies:** How do we protect against unintended consequences?
- **Singularity:** How do we stay in control of a complex intelligent system?
- **Robot rights:** How do we define the humane treatment of AI?



## Top 9 ethical issues in artificial intelligence @ World Economic Forum

- **Humanity:** How do machines affect our behaviour and interaction?

The screenshot displays an audience selection interface. On the left, there are three main categories: 'Net Worth', 'Interests', and 'Behaviors'. The 'Net Worth' category is expanded, showing a list of net worth ranges with corresponding plus signs. The 'Interests' category is also visible. The 'Behaviors' category has a search bar. On the right, a panel titled 'Audience Details' provides information about the selected audience, including the total number of people, partner categories, a description, and the source of the data.

Category	Filter	Action
Net Worth	Choose net worth	Browse
	Net worth (\$1 - \$100,000)	+
	Net worth (\$100,000 - \$1,000,000)	+
	Net worth (\$1,000,000 - \$2,000,000)	+
Interests	Net worth (over \$2,000,000)	+
	Search behaviors	Browse

**Audience Details:**

- Location:

**7,706,100** people

**Partner Categories** > Axiom (US)  
> Net worth (\$1,000,000 - \$2,000,000)

**Description:** (US only) People in households that are likely to have a networth of \$1,000,000-\$2,000,000

**Source:** Modeled based on age, income, presence of children, occupation, property data, vehicle data, investment interest and

## Top 9 ethical issues in artificial intelligence @ World Economic Forum

- **Humanity:** How do machines affect our behaviour and interaction?

The screenshot displays the Facebook Audience Insights interface. On the left, a sidebar lists categories: Life Events, Interests, and Behaviors. The main panel shows a list of life events with 'Newly engaged (1 year)' selected. To the right, the 'Audience Details' panel provides statistics for this group.

Category	Item	Action
Life Events	Choose life events	Browse
	New job	+
	New relationship	+
Interests	Newly engaged (1 year)	+ (Selected)
	Newly engaged (3 months)	+
	Newly engaged (6 months)	+
Behaviors	Newlywed (1 year)	+
	Newlywed (3 months)	+
	Search behaviors	Browse

**Audience Details:**

- Location: +50 m
- 12,552,252** people
- Facebook Categories > Life Events > Newly engaged (1 year)
- Description:** People who have been engaged for less than 1 year.

## Top 9 ethical issues in artificial intelligence @ World Economic Forum

- **Humanity:** How do machines affect our behaviour and interaction?

The image shows a user interface for filtering content. It includes several filter sections:

- Age:** A range selector with dropdowns for '18' and '65+'.
- Gender:** Three buttons: 'All' (selected), 'Men', and 'Women'.
- Languages:** A text input field with the placeholder 'Enter a language...'.
- More Demographics:** A dropdown menu that is currently open, showing a list of categories with right-pointing chevrons:
  - Relationship
  - Education
  - Work
  - Financial
  - Home
  - Ethnic Affinity
  - Generation
  - Parents
  - Politics (US)
  - Life Events
- Interests:** A section with a list of interest categories, including 'opment', 'es', and 'cial issues'.

At the bottom right of the interface, there are two buttons: 'Suggestions' and 'Browse'.

## Top 9 ethical issues in artificial intelligence @ World Economic Forum

- **Humanity:** How do machines affect our behaviour and interaction?



## Top 9 ethical issues in artificial intelligence @ World Economic Forum

- **Racist Robots:** How do we eliminate AI bias?



Concessão de Crédito  
Contratação de Apólice de Seguros  
Análise de Fraude

- Governança de Algoritmos?
- Transparência vs Propriedade Intelectual

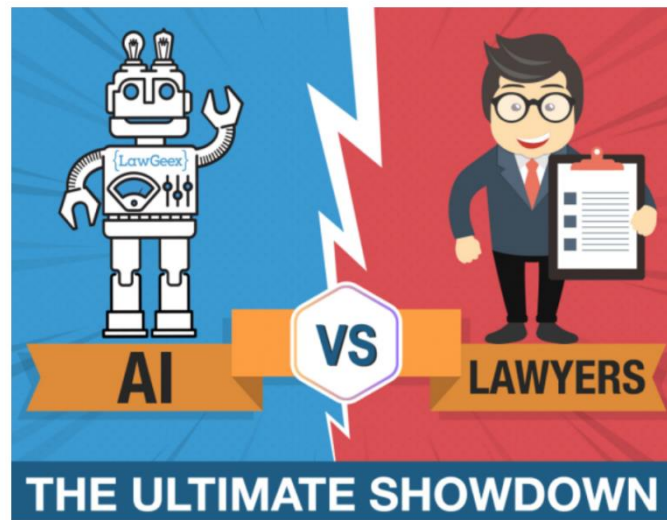


# Top 9 ethical issues in artificial intelligence @ World Economic Forum

- **Unemployment:** What happens after the end of jobs?

Lawyers could be the next profession to be replaced by computers

Dan Mangan | @\_DanMangan | Published 1:55 PM ET Fri, 17 Feb 2017 | Updated 10:33 AM ET Tue, 27 Nov 2018



Robot Taxation and  
Universal Base Income

## GDPR



# LGPD



## Presidência da República Casa Civil Subchefia para Assuntos Jurídicos

LEI Nº 13.709, DE 14 DE AGOSTO DE 2018.

[Mensagem de veto](#)

[Vigência](#)

Dispõe sobre a proteção de dados pessoais e altera a Lei nº 12.965, de 23 de abril de 2014 (Marco Civil da Internet).

**O PRESIDENTE DA REPÚBLICA** Faço saber que o Congresso Nacional decreta e eu sanciono a seguinte Lei:

### CAPÍTULO I DISPOSIÇÕES PRELIMINARES

Art. 1º Esta Lei dispõe sobre o tratamento de dados pessoais, inclusive nos meios digitais, por pessoa natural ou por pessoa jurídica de direito público ou privado, com o objetivo de proteger os direitos fundamentais de liberdade e de privacidade e o livre desenvolvimento da personalidade da pessoa natural.

Art. 2º A disciplina da proteção de dados pessoais tem como fundamentos:

I - o respeito à privacidade;

II - a autodeterminação informativa;

III - a liberdade de expressão, de informação, de comunicação e de opinião;

IV - a inviolabilidade da intimidade, da honra e da imagem;

## Quais são os objetivos da LGPD

- **Direito à privacidade**: garantir o direito à privacidade e à proteção de dados pessoais e permitir maior controle sobre dados pessoais por meio de práticas transparentes e seguras;
- **Regras claras para empresas**: estabelecer regras claras sobre coleta, armazenamento, tratamento, compartilhamento de dados pessoais;
- **Promover desenvolvimento**: fomentar o desenvolvimento econômico e tecnológico numa sociedade de dados;
- **Fortalecer a confiança**: aumentar a confiança da sociedade na coleta e uso dos seus dados pessoais;
- **Segurança Jurídica**: aumentar a segurança jurídica como um todo no uso e tratamento de dados pessoais

CULTURA | EDUCAÇÃO DIGITAL | SENSO CRÍTICO



**TRADE-OFF**



Associação Brasileira de Inteligencia Artificial  
ABRIA



# Abria

## Nossa História

Fundada em maio de 2017, a ABRIA mapeia iniciativas brasileiras no setor de Inteligência Artificial e ajuda na formação de mão de obra especializada, além de promover a troca de informação entre empresas nacionais e internacionais.

A iniciativa aconteceu quando um grupo de 16 empresas com atuação no Brasil no setor de Inteligência Artificial (IA) se reuniram para criar a associação e somar esforços para a aceleração e adoção de plataformas de IA que melhorem a produtividade da economia no Brasil.

## DIRETORIA & CONSELHO



**Presidente**  
CEO da Datarisk



**Vice-Presidente**  
CEO da Allgoo



**Secretário Geral**  
Diretor da Mvisia



**Director Engagement**  
Head of MEF



**Conselheiro**  
CDS da Fhlnck



**Conselheiro**  
CEO da Nama



**Conselheiro**  
Co-Founder HI



**Conselheiro**  
Legal na Semantix



## Missão

Somar esforços entre as empresas brasileiras que atuam no setor de inteligência artificial, ampliar a troca de informações entre players nacionais, internacionais e acelerar a adoção de plataformas de IA que melhorem a produtividade da economia brasileira.

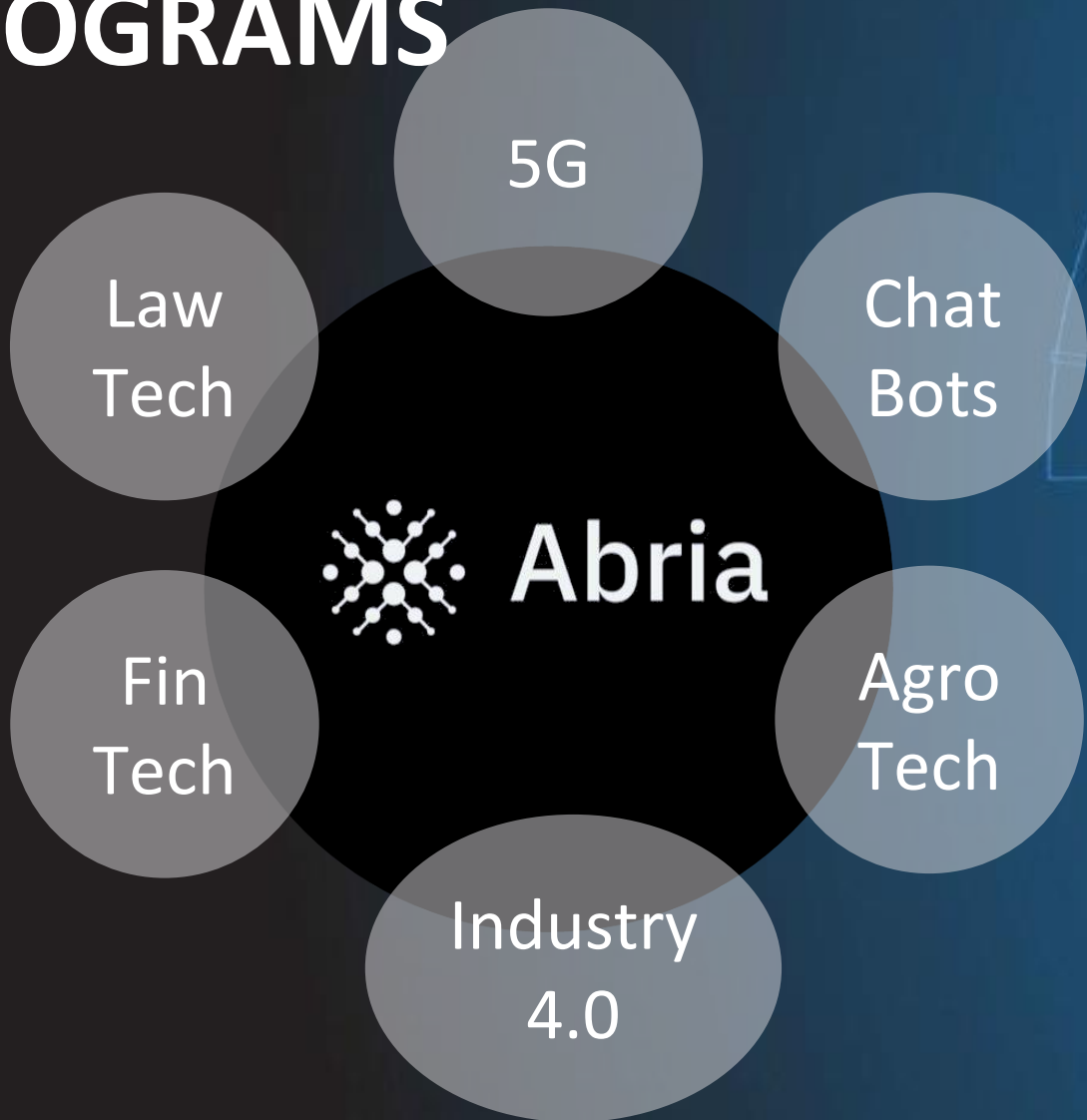


## Objetivos

Esclarecimento à sociedade dos benefícios da IA para a produtividade da economia nacional. Desenvolvimento saudável do ecossistema de startups locais. Fomento à inovação nacional e formação de mão de obra qualificada. Interlocução do setor com entidades públicas e privadas.



# INDUSTRY PROGRAMS





# EVENTOS



# AGENDA DE EVENTOS



# Obrigado!



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Vitor Maimone Saldanha



[@MaimoneVitor](https://twitter.com/MaimoneVitor)