

Artificial intelligence & its potential impact

Social benefits

Potential benefits



Better access to social welfare
Improved public administration

Potential errors

Person receives benefits they are not entitled to

Person does not receive their benefits



Predictive policing



More crimes detected
Less crime

Innocent person suspected
Less trust

Crimes not identified
Rise in crime



Medical diagnosis



Better healthcare

Wrong treatment
Less trust

Disease not diagnosed
Healthcare does not improve



Targeted advertising



Better consumer information
Greater profits for companies

Person receives irrelevant adverts/
offensive content

Adverts miss their target
Inefficient adverts



Based on FRA's report -

Getting the future right - Artificial intelligence and fundamental rights in the EU

Shows potential errors when AI:

 Wrongly declares a result (false positive)

 Fails to declare a match (false negative)

The severity and scale of these potential benefits and errors is one aspect that needs to be considered when assessing the fundamental rights impact of using AI.

Find out more here:

<https://fra.europa.eu/en/publication/2020/artificial-intelligence-and-fundamental-rights>