ADVANCEMENTS IN AI: LEGAL CHALLENGES AND REGULATORY RESPONSES

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We are delighted to introduce the Volume 2, Number 1, of the *Brazilian Journal of Law, Technology and Innovation*, which brings together nine innovative articles that explore the critical intersections of law, technology, and innovation. This issue provides a comprehensive examination of how emerging technologies are shaping legal landscapes and societal norms, highlighting the urgent need for adaptive and forward-thinking regulatory measures.

As technological advancements continue to accelerate, the legal frameworks governing these innovations must evolve accordingly. This issue addresses key topics such as consumer protection, civil liability, and ethical standards in the context of artificial intelligence (AI) and other cutting-edge technologies. The diverse range of articles in this collection underscores the multifaceted challenges and opportunities that arise from the integration of technology into various aspects of society.

The issue opens with Pietra Daneluzzi Quinelato's "Consumer Manipulation through Behavioral Advertising: Regulatory Proposal by the Data Services Act," in which she addresses the pressing need for robust regulations to protect consumers from manipulation through targeted advertising practices enabled by advanced data analytics. Quinelato's proposal is a timely intervention in the evolving discourse on digital consumer rights.

Alexandre Pereira Bonna follows with "Profiling, Stigmatization, and Civil Liability," exploring the legal implications of profiling technologies. Bonna examines how these technologies can lead to stigmatization and the resultant civil liabilities, advocating for stringent measures to mitigate the adverse effects on individuals' rights and freedoms.

In "State-led or Private Innovation: Looking at the Brazilian Strategy on AI (so far)," Laurence Duarte Araújo Pereira provides a critical analysis of

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Brazil's approach to artificial intelligence development. Pereira contrasts state-led initiatives with private sector innovation, highlighting the strengths and weaknesses of each strategy in fostering a robust AI ecosystem.

Vanessa Schmidt Bortolini and Cristiano Colombo's article, "Artificial Intelligence in Medicine: The Need to See Beyond," emphasizes the potential and pitfalls of AI applications in the medical field. The authors argue for comprehensive oversight mechanisms to ensure that AI enhances medical outcomes without compromising ethical standards.

Sidney Arruda, Petersend Brito, Lucas Akai, and Afrânio Cavalcante contribute "Mapping the Future of Public Security, Justice and Law Enforcement: A Bibliometric Perspective on Prospective Analysis," offering a bibliometric analysis of future trends in public security and law enforcement. This article underscores the importance of proactive planning and international collaboration in addressing emerging security challenges.

Jessica Fernandes Rocha, on "Ethical Implementation of AI in Job Candidate Recruitment: Insights on Data Protection, Artificial Intelligence, and Legal Perspectives" examines the ethical and legal challenges in using AI for recruitment. Rocha advocates for policies that ensure fairness, transparency, and accountability in AI-driven hiring processes.

Fernanda Sathler Rocha Franco presents "Brazilian Federal Public Administration, Open Data, Technologies and the Right to Information: The Main Strategies for the Creation of Broader Public Values," discussing the strategic use of open data and technology in public administration. Franco highlights the potential of these tools to enhance transparency, efficiency, and citizen engagement.

Gabriella da Silva Reis explores "Civil Liability in AI Diagnostic Analysis: Theories and Regulatory Challenges," focusing on the legal responsibilities and challenges associated with AI diagnostic tools in healthcare. Reis provides a thorough analysis of existing theories and suggests regulatory improvements to safeguard patient rights.

Finally, on my paper "Algorithmic Torts: The Role of Explainability" I delve into the concept of explainability in algorithms and its significance for civil liability. Faleiros Júnior argues for the integration of explainability into legal frameworks to ensure accountability and transparency in the deployment of complex algorithms.

The breadth and depth of topics covered in this issue highlight the journal's commitment to fostering a holistic understanding of the legal, ethical, and social implications of technological innovation. Each article not only addresses current challenges but also proposes forward-looking solutions that aim to balance innovation with protection and accountability.

We hope this issue stimulates further research, dialogue, and collaboration among scholars, practitioners, and policymakers. By

addressing the complexities of law, technology, and innovation, this collection aims to contribute to the development of a more resilient and adaptive legal framework capable of responding to the rapid advancements in technology.

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