



FORUM: Economic and Social Council (ECOSOC)

TOPIC: Assessing the Effect of AI Monopolies on Data Privacy, User Safety and Equitable Digital Governance

STUDENT OFFICER: Panagiotis Kamsaris

POSITION: President

PERSONAL INTRODUCTION

Dear delegates,

My name is Panagiotis Kamsaris and I am a 17-year-old student in the 12th grade. I have the honour to serve as the President of the Economic and Social Council for the 5th session of Anavryta Model Lyceum Model United Nations which will also be my 18th conference. This Study Guide contains important information regarding the 3rd topic of our committee, namely “Assessing the Effect of AI Monopolies on Data Privacy, User Safety and Equitable Digital Governance”. To be able to have as much information about the topic as needed, I would highly recommend that you also conduct your own personal research, except from reading the Study Guide. I am looking forward to an active, respectful and well-prepared committee.

Should you have any questions or want help with your preparation, you can contact me via email at pkamsaris@gmail.com.

Yours sincerely,

Panagiotis Kamsaris

TOPIC INTRODUCTION

Artificial Intelligence (AI) technologies have been rapidly evolving from being a niche area of technology into a key aspect of modern economy, politics and society. More and more AI systems become integrated into search engines, social media, work environments, educational institutions, medical practices and governments. On the other hand, creating sophisticated artificial intelligence technologies requires a lot of data, computing power, special computer processors, cloud infrastructure and space, expertise and significant funding. That has led to the concentration of artificial intelligence creation amongst a limited number of companies and More Economically Developed Countries (MEDCs). According to UN Trade and Development,



development of AI stays highly concentrated, as 100 companies account for 40% of global corporate R&D expenses in 2022.¹

These concerns go far beyond traditional competition. The first one is related to data privacy. AI models may be trained on huge databases that contain personal data, which was collected on websites and other digital platforms. In this case, there is a concern about user consent, transparency and user control over the process of data collection and usage. This is why the European Data Protection Board investigates the application of data protection principles to AI models, namely the use of the legitimate interest as a reason to process data, and the implications of the unlawful processing of personal information for the legality of an AI model.²

Another dimension of the issue is the safety of users and the liability of corporations. The new generation of artificial intelligence is able to create realistic text, images, audio and videos, which increases the risk of misinformation, impersonation, deep fakes and manipulations. In order to deal with this situation, governments start adopting stricter transparency and safety requirements. UNESCO Recommendation on the Ethics of Artificial Intelligence states human rights, transparency, fairness and human oversight and highlights the need for accountability regarding AI decisions.³

The problem might be aggravated through market concentration. Dominant firms would be able to own resources, such as cloud computing, advanced hardware, and access to specialized labor. Regulatory bodies pay special attention to the partnership of major cloud companies and developers of AI technology. Thus, according to the study conducted by the United States Federal Trade Commission, such partnerships might influence access to computing and engineering resources, increase switching costs, and provide cloud computing with commercially sensitive information.⁴ Such concentration might become the source of the problem for smaller firms and give a small number of firms significant influence in the development of AI.

Moreover, the topic is very relevant to the conference theme of “Countdown to 2030: measuring progress, holding accountability and finalizing policies on SDGs.” AI is becoming increasingly significant for the implementation of several Sustainable

¹ United Nations Conference on Trade and Development. *Technology and Innovation Report 2025: Inclusive Artificial Intelligence for Development*. United Nations, 2025, <https://unctad.org/publication/technology-and-innovation-report-2025>.

² European Data Protection Board. “EDPB Opinion on AI Models: GDPR Principles Support Responsible AI.” *European Data Protection Board*, 18 Dec. 2024, https://www.edpb.europa.eu/news/edpb-opinion-on-ai-models-gdpr-principles-support-responsible-ai_en.

³ UNESCO. “Recommendation on the Ethics of Artificial Intelligence.” *UNESCO*, 23 Nov. 2021, <https://www.unesco.org/en/legal-affairs/recommendation-ethics-artificial-intelligence>.

⁴ Federal Trade Commission. “FTC Issues Staff Report on AI Partnerships & Investments Study.” *Federal Trade Commission*, 17 Jan. 2025, <https://www.ftc.gov/news-events/news/press-releases/2025/01/ftc-issues-staff-report-ai-partnerships-investments-study>.



Development Goals by helping to develop the economy, innovation, education and information. Nonetheless, over-concentration in the market may prevent the mentioned advantages from becoming equally spread across developed and developing countries. Issues of data privacy and security of users as well as corporate accountability directly pertain to the responsibility of institutions and technological development. Thus, analysis of monopolies in the field of AI will give delegates an opportunity to assess how current technological development helps in implementing SDGs and keeping corporations and governments accountable for their results.

DEFINITION OF KEY TERMS

Artificial Intelligence

“The development of computer systems that do jobs that previously needed human intelligence.”⁵

Monopoly

“A situation in which a business is the only one in a sector and has complete power in it.”⁶

Market Concentration

“The degree to which a small number of companies control a large part of a market.”⁷

Big Tech

“The largest technological companies”⁸

Personal Data

“Information that relates only to an individual and should not be public information.”⁹

Data Privacy

“The legal issues that surround the use of personally identifiable information.”¹⁰

⁵ Cambridge Dictionary. “Artificial Intelligence.” *Cambridge Learner’s Dictionary*, Cambridge University Press, <https://dictionary.cambridge.org/dictionary/learner-english/artificial-intelligence>.

⁶ Cambridge Dictionary. “Monopoly.” *Cambridge Learner’s Dictionary*, Cambridge University Press, <https://dictionary.cambridge.org/dictionary/learner-english/monopoly>.

⁷ Cambridge Dictionary. “Market Concentration.” *Cambridge Business English Dictionary*, Cambridge University Press, <https://dictionary.cambridge.org/dictionary/english/market-concentration>.

⁸ Cambridge Dictionary. “Big Tech.” *Cambridge English Dictionary*, Cambridge University Press, <https://dictionary.cambridge.org/dictionary/english/big-tech>.

⁹ Cambridge Dictionary. “Personal Data.” *Cambridge Advanced Learner’s Dictionary & Thesaurus*, Cambridge University Press, <https://dictionary.cambridge.org/dictionary/english/personal-data>.

¹⁰ Cambridge Dictionary. “Data Privacy.” *Cambridge Dictionary*, Cambridge University Press, <https://dictionary.cambridge.org/example/english/data-privacy>.



Digital Governance

“How governments make decisions and policies regarding the digital world.”¹¹

Algorithmic Bias

“Systematic errors in machine learning algorithms that produce unfair and wrongful outcomes.”¹²

Antitrust Law

“A law that prevents companies from working together to unfairly control prices or create monopolies.”¹³

Competition Law

“The laws that are intended to make sure that there is fair and healthy competition in the market.”¹⁴

BACKGROUND INFORMATION

The Rise and Structure of AI Market Concentration

The rapid development of artificial intelligence has resulted in the creation of a highly concentrated market where a few firms account for the most inputs required for the creation of advanced AI products. Unlike other software, modern AI applications require massive amounts of data, special chips, cloud computing resources, and funding to be created. These elements can act as entry barriers as small firms and research organizations may not be able to afford the resources necessary for the development and running of an efficient model. Therefore, according to the United Kingdom's Competition and Markets Authority (CMA), the control over crucial inputs such as computing power, data, and technical skills could allow existing tech firms to strengthen their market position.¹⁵

A second source of concentration comes from cloud computing. The creation and functioning of complex models require enormous computing power; thus, AI developers should rely on cloud computing providers such as Microsoft, Amazon and Google. According to the OECD, there is a high degree of concentration in several

¹¹ UNESCO. “Digital Governance.” UNESCO, <https://www.unesco.org/en/query-list/d/digital-governance>.

¹² IBM. “What Is Algorithmic Bias?” IBM, 20 Sept. 2024, <https://www.ibm.com/think/topics/algorithmic-bias>.

¹³ Cambridge Dictionary. “Antitrust Law.” *Cambridge Business English Dictionary*, Cambridge University Press, <https://dictionary.cambridge.org/dictionary/english/antitrust-law>.

¹⁴ Cambridge Dictionary. “Competition Law.” *Cambridge Business English Dictionary*, Cambridge University Press, <https://dictionary.cambridge.org/dictionary/english/competition-law>.

¹⁵ Competition and Markets Authority. “CMA Outlines Growing Concerns in Markets for AI Foundation Models.” GOV.UK, 11 Apr. 2024.



sectors of the artificial intelligence value chain, including cloud computing and specialized AI hardware.¹⁶

Investments and partnerships will further strengthen such architectures. Major cloud actors have invested huge sums of money into major AI startups, while offering them computing power. In 2025, as per reports from US Federal Trade Commission, partnerships between Microsoft, Amazon and Alphabet and OpenAI and Anthropic could affect access to computing power and engineering, resulting in the switch of costs and allowing cloud providers to access commercially sensitive information.¹⁷

Market concentration is not necessarily an indicator of the absence of competition and large firms might be able to provide financing and infrastructure needed for rapid innovation. Nevertheless, such market concentration might restrict smaller companies, lead to their dependence on few providers and let a few private companies decide on the development and access to technologies. Thus, the European Commission has identified access to data, AI accelerators, computing infrastructure and investments as key factors when evaluating competition in generative AI markets.¹⁸ Competition must be ensured not only for innovations but also for preventing digital technologies monopoly in the hands of few firms.

¹⁶ Organisation for Economic Co-operation and Development. [Competition in Artificial Intelligence Infrastructure](#). OECD, 14 Nov. 2025.

¹⁷ Federal Trade Commission. [“FTC Issues Staff Report on AI Partnerships & Investments Study.”](#) *Federal Trade Commission*, 17 Jan. 2025.

¹⁸ European Commission. [“Competition in Generative AI and Virtual Worlds.”](#) *Competition Policy Brief*, no. 3, Sept. 2024.

Significant concentration of research and development in a few countries

(Share of investment by global top 100 corporate R&D investors, by country; percentage)

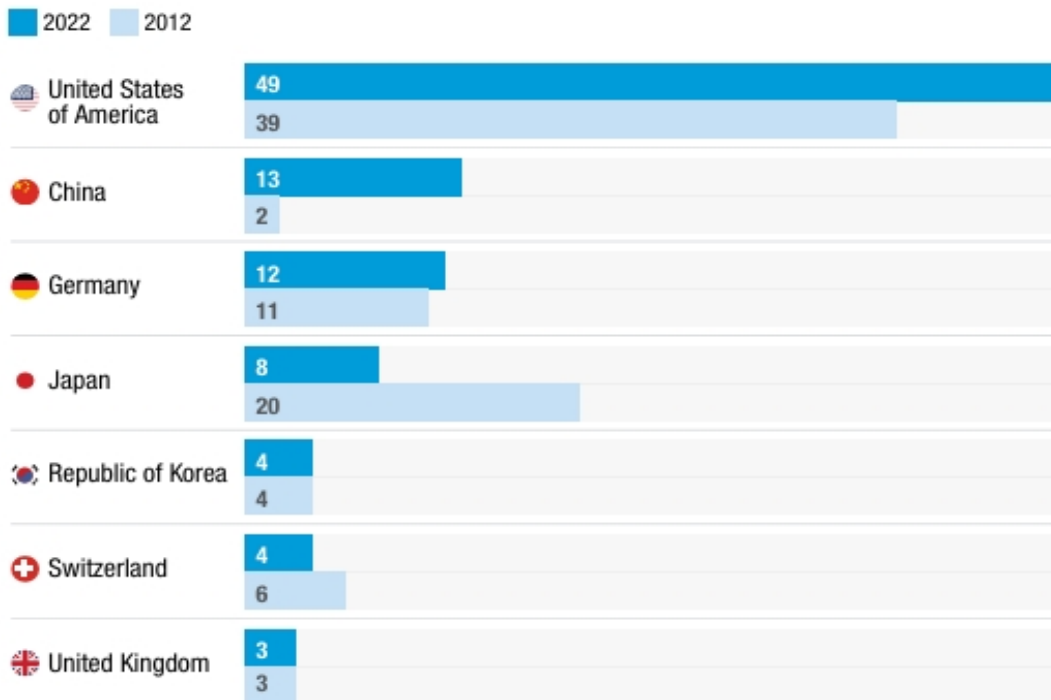


Figure 1: Image showcasing the concentration of investment among the world's top 100 corporate R&D investors by country.¹⁹

AI Monopolies and Data Privacy

The function of artificial intelligence systems mostly depends on having access to proper datasets. Developers can make use of the information collected from websites, database licenses, users' interactions, etc., to develop and improve their artificial intelligence models. Since there is a limited number of companies controlling popular search engines, social media sites, cloud computing services or artificial intelligence systems, these companies can obtain enormous amounts of information. Privacy issues will arise when the dataset contains personal information including names, photos, browsing history, etc., referring to particular individuals. The UK Information Commissioner's Office says that most existing generative AI systems are trained on personal information or make use of personal information for generating outputs.²⁰

¹⁹ United Nations Conference on Trade and Development. *Technology and Innovation Report 2025: Inclusive Artificial Intelligence for Development*. United Nations, 2025, p. 9, https://unctad.org/system/files/official-document/tir2025_en.pdf.

²⁰ Information Commissioner's Office. "Engineering Individual Rights into Generative AI Models." ICO, 2024, <https://ico.org.uk/about-the-ico/what-we-do/our-work-on-artificial-intelligence/generative-ai-fourth-call-for-evidence/>.

The first challenge here is related to the issue of getting meaningful consent of individuals to make use of their data in training the artificial intelligence system. Several attempts have been made to address this concern, most notably through data protection frameworks, like the GDPR, which requires organizations to set a lawful basis for processing personal data. Publicly available data on the internet does not necessarily mean that it can be used without regard to data protection rules. According to the European Union's General Data Protection Regulation (GDPR), organizations processing personal data should identify the legal ground for this activity which includes but is not limited to consent and legitimate interests.²¹ Meaningful consent cannot be assumed based on the presence of data on the internet.

There are other grounds than consent on which processing can take place. The European Data Protection Board suggests that legitimate interests in some cases can be the lawful ground for developing and deploying AI models and implies necessity tests as well as balancing of company's interests against the rights and freedoms of people involved.²² Similarly, the UK Information Commissioner states that legitimate interests can possibly be a lawful ground for web scraping of personal data for training generative-AI models, provided that necessary evaluation, like identifying a legitimate purpose, proving that the processing is necessary and proportionate, and balancing that interest against individuals' rights, has been performed.²³

Another issue related to artificial intelligence and privacy concerns is the keeping of personal information after the training of an AI model. Personal data may be extremely difficult to identify and remove from large datasets and models. This raises an issue of accountability which becomes increasingly relevant for regulators. Therefore, the US Federal Trade Commission stated that misrepresentations by companies regarding the data used can be in violation of consumer protection laws and ordered some companies to remove their algorithms/models based on data collected contrary to such laws.²⁴ It is clear that the issue of AI privacy does not relate to the quantity of the personal data only, but also to the user's knowledge and control regarding the use of their data.

²¹ European Parliament and Council of the European Union. *Regulation (EU) 2016/679 (General Data Protection Regulation)*. EUR-Lex, 27 Apr. 2016, <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:02016R0679-20160504>.

²² European Data Protection Board. "EDPB Opinion on AI Models: GDPR Principles Support Responsible AI." *European Data Protection Board*, 18 Dec. 2024, https://www.edpb.europa.eu/news/edpb-opinion-on-ai-models-gdpr-principles-support-responsible-ai_en.

²³ Information Commissioner's Office. "The Lawful Basis for Web Scraping to Train Generative AI Models." ICO, <https://ico.org.uk/about-the-ico/what-we-do/our-work-on-artificial-intelligence/response-to-the-consultation-series-on-generative-ai/the-lawful-basis-for-web-scraping-to-train-generative-ai-models/>.

²⁴ Federal Trade Commission. "AI Companies: Uphold Your Privacy and Confidentiality Commitments." *Federal Trade Commission*, 9 Jan. 2024, <https://www.ftc.gov/policy/advocacy-research/tech-at-ftc/2024/01/ai-companies-uphold-your-privacy-confidentiality-commitments>.

Trust in AI

Q. How much do you agree or disagree with the following:
I trust that companies that use artificial intelligence will protect my personal data
% Agree (very/somewhat)

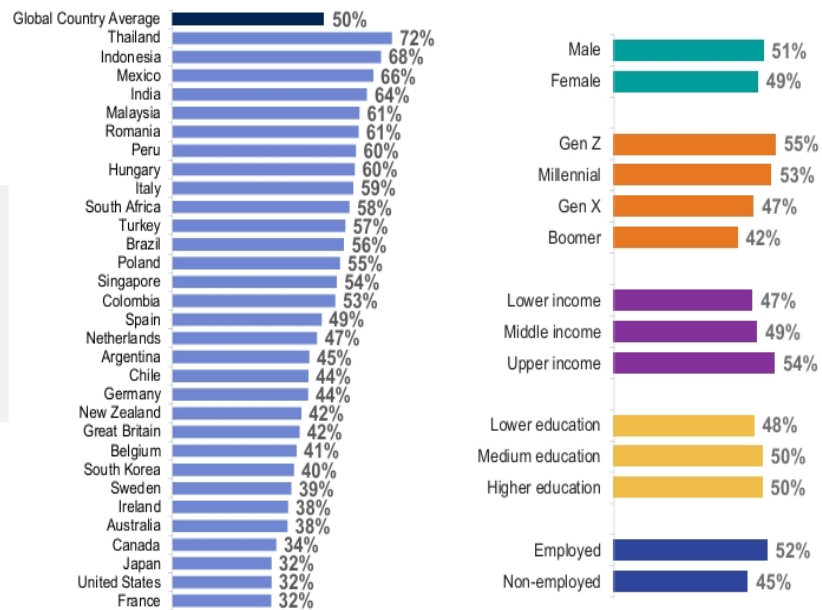


Figure 2: Graph depicting public trust in companies using Artificial Intelligence to protect users' personal data.²⁵

User Safety and Corporate Accountability

Risks for user safety are created because of the growing number of implementations of generative artificial intelligence systems. The technology is able to generate misleading information, counterfeits of images, videos, and audio. Furthermore, recommendation algorithms could disseminate disinformation and misleading content. Deepfakes are especially worrisome due to the ability of the technology to create realistic fakes and use them for fraudulent, impersonation and disinformation purposes. The U.S. Federal Trade Commission has raised awareness about the risk of using AI-generated deepfakes and voice clones that could be utilized for impersonation scams and other forms of consumer direct or indirect harm.²⁶

The second challenge concerns the manner in which automatic recommendation algorithms allocate information. While the corporation itself is not responsible for producing the misleading information, the engaging algorithms can lead to increased consumer exposure to it. The EU Digital Services Act imposes obligations on the most significant online platforms and search engines to assess the risk factors related to their services and reduce the risks in question. Risk factors can be represented by illegal goods and services, as well as risks related to the operation

²⁵ Ipsos. *Global Views on A.I.* 2023. Ipsos, July 2023, p. 16, <https://www.ipsos.com/sites/default/files/ct/news/documents/2023-07/Ipsos%20Global%20AI%202023%20Report-WEB.pdf>.

²⁶ Federal Trade Commission. "FTC Proposes New Protections to Combat AI Impersonation of Individuals." *Federal Trade Commission*, 15 Feb. 2024, <https://www.ftc.gov/news-events/news/press-releases/2024/02/ftc-proposes-new-protections-combat-ai-impersonation-individuals>.



of the recommender systems.²⁷ Therefore, the introduction of generative AI into popular digital services raises the question of corporate responsibility for the risks of harm.

The third problem concerns the direct regulations of AI-generated content. According to the EU Artificial Intelligence Act, certain AI systems should provide disclosure of information regarding artificially generated or manipulated content, with the regulation including deepfake technologies.²⁸ The obligations are imposed to facilitate the ability of users to differentiate the artificial content from the real one and increase the accountability of developers and providers of artificial intelligence solutions for safety problems.

Corporate accountability for AI refers to holding organizations accountable for respecting human rights in the development and deployment of artificial intelligence systems.²⁹ However, corporate accountability does not stop at the existing regulations concerning AI. As per the United Nations Guiding Principles on Business and Human Rights, the businesses should respect human rights independently of the state taking the actions to protect them.³⁰ Similarly, the UN Human Rights Office has called for businesses involved in creating and using AI technology to respect human rights in their algorithms, processes, and business models.

²⁷ European Commission. “DSA: Very Large Online Platforms and Search Engines.” *Shaping Europe’s Digital Future*, European Commission, <https://digital-strategy.ec.europa.eu/en/policies/dsa-vlops>.

²⁸ European Parliament and Council of the European Union. *Regulation (EU) 2024/1689 Laying Down Harmonised Rules on Artificial Intelligence*. EUR-Lex, 13 June 2024, <https://eur-lex.europa.eu/eli/reg/2024/1689/oj/eng>.

²⁹ Office of the United Nations High Commissioner for Human Rights. “Business and Human Rights.” *OHCHR*, United Nations, <https://www.ohchr.org/en/topic/business-and-human-rights>.

³⁰ Office of the United Nations High Commissioner for Human Rights. “Türk Calls for Attentive Governance of Artificial Intelligence Risks.” *OHCHR*, United Nations, 30 Nov. 2023, <https://www.ohchr.org/en/statements-and-speeches/2023/11/turk-calls-attentive-governance-artificial-intelligence-risks>.

Number of reported AI incidents, 2012–25

Source: AI Incident Database (AIID), 2025 | Chart: 2026 AI Index report

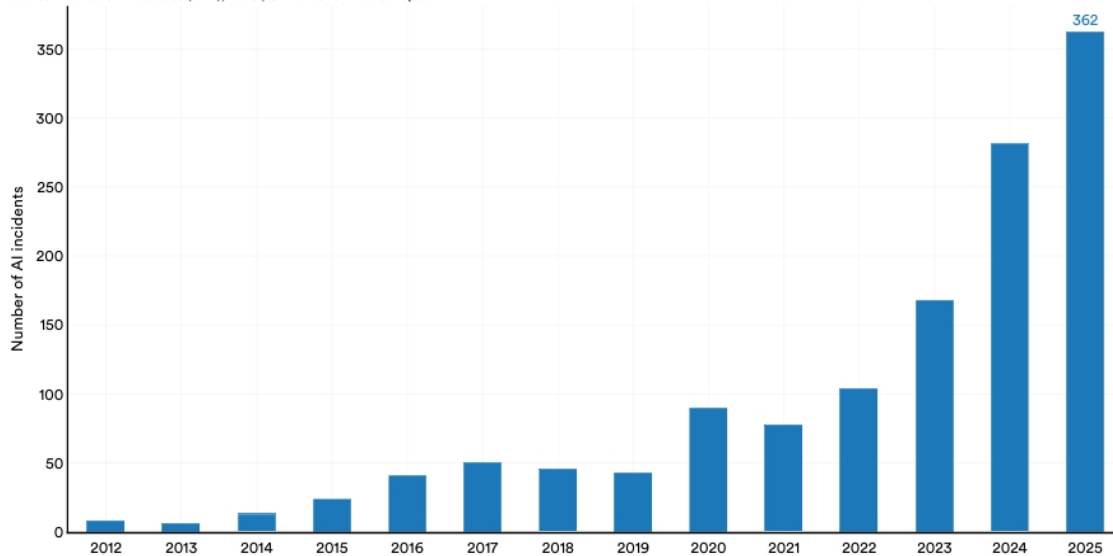


Figure 3: Graph showing the number of AI related incidents between 2012 and 2025.³¹

Historical Development and Consolidation of the AI Market

Today's concentration of the market for artificial intelligence is a consequence of the gradual evolution of this industry as its reliance on significant amounts of computing power, data, and funding grew. With the emergence of deep learning in the 2010s – a technique used to teach computer systems based on patterns from huge data sets – specialized AI labs and large technology firms started investing heavily into the technology. For instance, OpenAI, which was founded in 2015 as a nonprofit research institution, eventually decided that the increasing advancement of AI technology would require significant amounts of computing resources and money.³² In 2019, Microsoft invested \$1 billion into OpenAI and became its strategic partner in launching new AI systems using the cloud computing power of Azure.

In parallel, established technology firms were enhancing their AI capabilities. Google created its major AI research divisions and in 2023 consolidated Google Brain and DeepMind into a single entity called Google DeepMind, supported by Google's powerful computing infrastructure.³³ Such collaborations of AI developers and cloud providers also emerged between Amazon and Anthropic and between Google and Anthropic. This collaboration enabled AI companies to have access to costly computing infrastructure, however, it also consolidated the positions of a few corporations managing AI development and its infrastructure.

³¹ Stanford Institute for Human-Centered Artificial Intelligence. *The 2026 AI Index Report*. Stanford University, 2026, p. 132, https://hai.stanford.edu/assets/files/ai_index_report_2026.pdf.

³² OpenAI. "Introducing OpenAI." *OpenAI*, 11 Dec. 2015, <https://openai.com/index/introducing-openai/>.

³³ Pichai, Sundar. "Google DeepMind: Bringing Together Two World-Class AI Teams." *Google*, 20 Apr. 2023, <https://blog.google/innovation-and-ai/technology/ai/april-ai-update/>.

This phenomenon has led to concentration on multiple tiers of the AI supply chain. Cloud computing, which involves the provision of computing capabilities via remote data centres, is characterized by domination of a few large players, while specialized AI processors have a highly concentrated market. Indeed, the OECD reported that more than 80% of the GPU market used in AI computing was monopolized by Nvidia, while the share of the largest cloud providers globally exceeded 60%.³⁴

Concentration of this sort may have a direct impact on consumers and small business organizations. The limited number of chip/cloud service suppliers may be associated with higher costs, switching problems and limited options. These factors may, ultimately, affect the price of AI services as well as their diversity. Moreover, the US Federal Trade Commission noted that cloud-AI cooperation may generate lock-in, restricted access to critical resources and independent development of smaller companies.³⁵

MAJOR COUNTRIES AND ORGANIZATIONS INVOLVED

Brazil

Brazil provides an interesting perspective from a Less Economically Developed Country (LEDC) regarding AI governance. Brazil's National Data Protection Authority (ANPD) has looked at privacy issues associated with generative AI, its web-scraping practices and personal data processing, and has created a regulatory sandbox for AI and data protection. Brazil has also put forward Bill 2338/2023, aiming to create a national legal framework for artificial intelligence; as of July 2026, the bill was under consideration in the Chamber of Deputies.³⁶

India

India is of significance to the topic due to its high population and quickly growing digital economy as well as efforts to increase access to the infrastructure of AI. Thus, the government has launched the IndiaAI Mission which aims at the democratization of access to computing resources, improvement of data quality, development of the domestic AI industry, and promotion of responsible development

³⁴ Organisation for Economic Co-operation and Development. *Competition in Artificial Intelligence Infrastructure*. OECD Publishing, 2025, https://www.oecd.org/en/publications/competition-in-artificial-intelligence-infrastructure_623d1874-en.html.

³⁵ Federal Trade Commission. "FTC Issues Staff Report on AI Partnerships & Investments Study." *Federal Trade Commission*, 17 Jan. 2025, <https://www.ftc.gov/news-events/news/press-releases/2025/01/ftc-issues-staff-report-ai-partnerships-investments-study>.

³⁶ Autoridade Nacional de Proteção de Dados. "ANPD Releases English Version of Technology Radar on Generative Artificial Intelligence." *Gov.br*, 27 July 2026, <https://www.gov.br/anpd/>.



of AI.³⁷ In addition, the Digital Personal Data Protection Act 2023 and the Digital Personal Data Protection Rules 2025 have been enacted in India and create a national framework for the processing of digital personal information.³⁸

People's Republic of China (PROC)

China is another significant center of AI development in the world and has built an extensive AI industry in the country. In 2023, the government of China enacted interim regulations for the regulation of generative AI services which addressed such issues as data used for training, protection of personal information, intellectual property, and responsibilities of service providers. China has also advocated its Global AI Governance Initiative which promotes international cooperation but also prioritizes state sovereignty and equal participation of developing countries in AI governance.³⁹ At the same time, Chinese companies such as Alibaba and DeepSeek have released widely accessible open-weight AI models that are being used and modified by developers internationally.⁴⁰

United Kingdom (UK)

The United Kingdom has been especially active in the examination of competition in AI markets. The CMA conducted a study of AI foundation models and found risks connected to controlling important inputs by some firms such as computing power, data, and expertise. The organization formulated principles which can be used for the protection of competition and consumers in the foundation model market. These include ensuring fair access to essential inputs, allowing consumers and businesses to choose and switch between providers, preventing anti-competitive practices, and promoting transparency and accountability.⁴¹

United States of America (USA)

The United States occupies a crucial position in the issue since it is home to many of the world's leading AI, cloud computing, and technology companies such as

³⁷ IndiaAI. "End-User Policy for AI Services on the Cloud." Ministry of Electronics and Information Technology, Government of India, 2025, <https://compute.indiaai.gov.in/files/end-user-policy.pdf>.

³⁸ Ministry of Electronics and Information Technology. *The Digital Personal Data Protection Act, 2023*. Government of India, 11 Aug. 2023, <https://www.meity.gov.in/content/digital-personal-data-protection-act-2023>.

³⁹ State Council of the People's Republic of China. "China Moves to Support Generative AI, Regulate Applications." *The State Council of the People's Republic of China*, 13 July 2023, https://english.www.gov.cn/news/202307/13/content_WS64aff5b3c6d0868f4e8ddc01.html.

⁴⁰ Luong, Ngor. *Two Loops: How China's Open AI Strategy Reinforces Its Industrial Dominance*. U.S.-China Economic and Security Review Commission, 23 Mar. 2026, <https://www.uscc.gov/research/two-loops-how-chinas-open-ai-strategy-reinforces-its-industrial-dominance>.

⁴¹ Competition and Markets Authority. *AI Foundation Models: Update Paper*. GOV.UK, 11 Apr. 2024, <https://www.gov.uk/government/publications/ai-foundation-models-update-paper>.

Microsoft, Amazon, Meta and OpenAI. This means that American corporations have significant influence over AI infrastructure and development. Unlike the European Union, however, the United States currently has no single comprehensive federal AI law. In particular, the Federal Trade Commission (FTC) has conducted a study of investments and collaborations between major cloud computing providers and AI developers which has revealed the existence of some issues regarding access to computing infrastructure, engineers, switching costs, and commercially sensitive information.⁴²

European Union (EU)

The European Union has created one of the most comprehensive regulations for AI and dominant digital companies. The Artificial Intelligence Act provides a risk-based approach to AI regulation, which involves transparency and risks associated with high-risk AI systems.⁴³ Simultaneously, the Digital Markets Act (DMA) regulates gatekeepers on digital markets trying to prevent them from using their dominant market position improperly. Thus, the EU's legislation takes into account not only AI-related safety issues but also the problem of concentration in the digital market.⁴⁴

Organisation for Economic Co-operation and Development (OECD)

The Organisation for Economic Co-operation and Development (OECD) is very significant for the establishment of international standards of responsible AI and competitive digital markets. The Principles of the OECD on AI, formulated back in 2019 and revised in 2024, encourage the development of trustworthy, transparent, and accountable AI with regards to privacy, safety, and human rights concerns. Additionally, the OECD conducts research on competition within the AI industry, with particular attention being paid to the barriers caused by data and computing power accessibility issues.⁴⁵

⁴² Federal Trade Commission. "FTC Issues Staff Report on AI Partnerships & Investments Study." *Federal Trade Commission*, 17 Jan. 2025, <https://www.ftc.gov/news-events/news/press-releases/2025/01/ftc-issues-staff-report-ai-partnerships-investments-study>.

⁴³ European Commission. "AI Act." *Shaping Europe's Digital Future*, European Commission, <https://digital-strategy.ec.europa.eu/en/policies/regulatory-framework-ai>.

⁴⁴ European Commission. "The Digital Markets Act." *European Commission*, <https://digital-markets-act.ec.europa.eu/>.

⁴⁵ Organisation for Economic Co-operation and Development. "AI Principles." *OECD*, 2024, <https://www.oecd.org/en/topics/ai-principles.html>. Organisation for Economic Co-operation and Development. *Artificial Intelligence, Data and Competition*. OECD Artificial Intelligence Papers, no. 18, OECD Publishing, 24 May 2024, <https://doi.org/10.1787/e7e88884-en>.

International AI governance initiatives are largely driven by G7 members

Country involvement, from 0 to 7 initiatives

(Box size proportional to number of countries in each category)

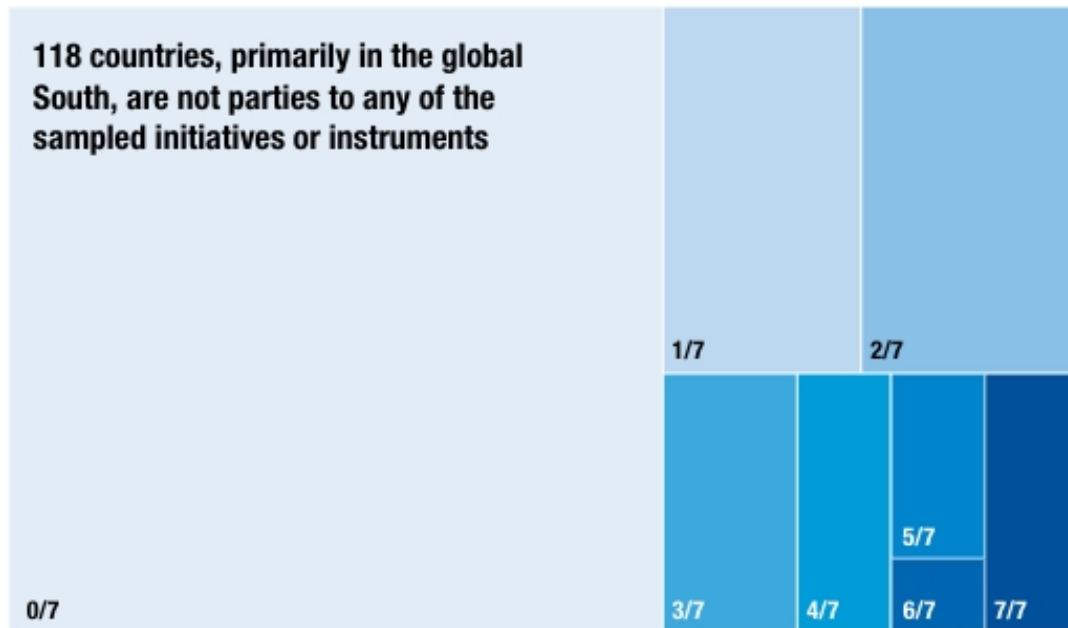


Figure 4: Graph illustrating the participation of countries in international AI governance initiatives.⁴⁶

TIMELINE OF EVENTS

DATE	EVENT
25 May 2018	The General Data Protection Regulation (GDPR) became applicable across the European Union. It strengthened individual rights over their data and imposed measures on organisations that collect such personal information. ⁴⁷
22 May 2019	The OECD Principles on Artificial Intelligence were adopted. They were the first intergovernmental standards on Artificial Intelligence. ⁴⁸

⁴⁶ United Nations Conference on Trade and Development. *Technology and Innovation Report 2025: Inclusive Artificial Intelligence for Development*. United Nations, 2025, p. 150, https://unctad.org/system/files/official-document/tir2025_en.pdf.

⁴⁷ European Commission. "Legal Framework of EU Data Protection." *European Commission*, https://commission.europa.eu/law/law-topic/data-protection/legal-framework-eu-data-protection_en.

⁴⁸ Organisation for Economic Co-operation and Development. "Recommendation of the Council on Artificial Intelligence." *OECD Legal Instruments*, 22 May 2019, <https://legalinstruments.oecd.org/en/instruments/OECD-LEGAL-0449>.



23 November 2021	UNESCO adopted its recommendation on the Ethics of Artificial Intelligence, establishing the first global normative framework for AI ethics. ⁴⁹
1 November 2022	The European Union's Digital Markets Act (DMA) entered into force. It created rules for large digital "gatekeepers" intended to make digital markets fairer and more competitive. ⁵⁰
26 October 2023	The United Nations Secretary General Launched the High-level Advisory Board on AI, made to examine AI opportunities and risks. ⁵¹
25 January 2024	The United Nations Federal Trade Commission launched an inquiry into major investments and partnerships between cloud service providers and generative AI companies. ⁵²
21 March 2024	The United Nations General Assembly adopted Resolution 78/265. It promoted international cooperation towards safe and trustworthy AI systems. ⁵³
26 August 2025	The United Nations General Assembly adopted Resolution 79/325. It established the Independent International Scientific Panel on Artificial Intelligence and Global Dialogue on Artificial Intelligence Governance. ⁵⁴

⁴⁹ United Nations Educational, Scientific and Cultural Organization. "Recommendation on the Ethics of Artificial Intelligence." *UNESCO*, 23 Nov. 2021, <https://www.unesco.org/en/legal-affairs/recommendation-ethics-artificial-intelligence>.

⁵⁰ European Commission. "About the Digital Markets Act." *European Commission*, https://digital-markets-act.ec.europa.eu/about-dma_en.

⁵¹ United Nations. "About the High-Level Advisory Body on Artificial Intelligence." *United Nations*, 26 Oct. 2023, <https://www.un.org/en/ai-advisory-body/about>.

⁵² Federal Trade Commission. "FTC Launches Inquiry into Generative AI Investments and Partnerships." *Federal Trade Commission*, 25 Jan. 2024, <https://www.ftc.gov/news-events/news/press-releases/2024/01/ftc-launches-inquiry-generative-ai-investments-partnerships>.

⁵³ United Nations General Assembly. *Seizing the Opportunities of Safe, Secure and Trustworthy Artificial Intelligence Systems for Sustainable Development*. A/RES/78/265, United Nations, 21 Mar. 2024, <https://docs.un.org/en/A/RES/78/265>.

⁵⁴ United Nations General Assembly. *Independent International Scientific Panel on Artificial Intelligence and Global Dialogue on Artificial Intelligence Governance*. A/RES/79/325, United Nations, 26 Aug. 2025, <https://www.un.org/global-digital-compact/en/ai>.



RELEVANT UN TREATIES, CONVENTIONS AND RESOLUTIONS

UNESCO Recommendation on the Ethics of Artificial Intelligence

The Recommendation was adopted by the 193 member states of UNESCO in 2021 and was the first ever global instrument dealing with AI ethics issues. The recommendation promotes human rights, privacy, transparency, accountability, and fairness, while encouraging states to create national AI strategies and impact assessments.⁵⁵

UN General Assembly Resolution 78/265 – Seizing the Opportunities of Safe, Secure and Trustworthy Artificial Intelligence Systems for Sustainable Development

The resolution was adopted in March 2024 and calls upon the Member States to develop safe, secure, and trustworthy AI technology while safeguarding human rights and sustainable development goals. The resolution emphasized AI governance as a topic that deserved the attention of the General Assembly and also highlighted the need to address technological inequalities between states.⁵⁶

UN General Assembly Resolution 79/1 – Pact for the Future and Global Digital Compact

This resolution was adopted in September 2024 and its Global Digital Compact created a global compact for digital cooperation and governance of artificial intelligence technology. The resolution commits the states to bridge digital divides, enhance data governance, and promote inclusive international cooperation on AI.⁵⁷

UN General Assembly Resolution 79/325 – Independent International Scientific Panel on Artificial Intelligence and Global Dialogue on Artificial Intelligence Governance

This resolution was adopted in August 2025 and called for the creation of the Independent International Scientific Panel on AI and the Global Dialogue on AI Governance. These instruments created permanent UN platforms for the scientific assessment of AI technologies and their governance. Since then, the General Assembly appointed the Panel's 40 members in February 2026 and the first Global Dialogue on AI Governance was held in Geneva in July 2026. It showed institutional progress even though such mechanisms have no binding enforcement powers⁵⁸

⁵⁵ UNESCO. "Recommendation on the Ethics of Artificial Intelligence." *UNESCO*, 23 Nov. 2021, <https://www.unesco.org/en/legal-affairs/recommendation-ethics-artificial-intelligence>.

⁵⁶ United Nations General Assembly. *Seizing the Opportunities of Safe, Secure and Trustworthy Artificial Intelligence Systems for Sustainable Development*. A/RES/78/265, United Nations, 21 Mar. 2024, <https://docs.un.org/en/A/RES/78/265>.

⁵⁷ United Nations General Assembly. *Pact for the Future*. A/RES/79/1, United Nations, 22 Sept. 2024, <https://www.un.org/en/summit-of-the-future/pact-for-the-future>.

⁵⁸ United Nations General Assembly. *Independent International Scientific Panel on Artificial Intelligence and Global Dialogue on Artificial Intelligence Governance*. A/RES/79/325, United Nations, 26 Aug. 2025, <https://docs.un.org/A/RES/79/325>.

PREVIOUS ATTEMPTS TO SOLVE THE ISSUE

General Data Protection Regulation

This Regulation which became effective in 2018 increased the control of people over personal information and placed some obligations to organizations that were using such information. Its influence was positive as it created high privacy standards despite the difficulties in applying them to AI training datasets and cross-border services.⁵⁹

European Union Digital Markets Act

This Act regulates major digital platforms which are described as "gatekeepers" and it tries to ensure that those companies will not limit competition in an unfair way. The creation of this Act helped increase control over major technology companies despite the uncertainty about its effectiveness in the future.⁶⁰

European Union Artificial Intelligence Act

This Act developed a risk-based approach and it imposed higher obligations to the AI systems that were riskier for people or for their fundamental rights. The Act is an important step towards the control over AI but as it is still being implemented its effectiveness is hard to evaluate.⁶¹

OECD Principles on Artificial Intelligence

These principles, adopted in 2019 and revised in 2024, promote the development of AI in a transparent, secure, accountable and human-centric way. These Principles affected the international and national AI policy but the influence of them is low as these principles are not binding and their implementation is based on the will of the government.⁶²

UNESCO Recommendation on the Ethics of Artificial Intelligence

This Recommendation adopted in 2021 created global principles regarding privacy, transparency, accountability, fairness and human oversight. This document promotes more international cooperation concerning ethical governance of AI but as the Recommendation is not binding the implementation of it depends mainly on the Member State.⁶³

⁵⁹ European Commission. "Legal Framework of EU Data Protection." *European Commission*, https://commission.europa.eu/law/law-topic/data-protection/legal-framework-eu-data-protection_en.

⁶⁰ European Commission. "The Digital Markets Act." *European Commission*, <https://digital-markets-act.ec.europa.eu/>.

⁶¹ European Commission. "AI Act." *Shaping Europe's Digital Future*, <https://digital-strategy.ec.europa.eu/en/policies/regulatory-framework-ai>.

⁶² Organisation for Economic Co-operation and Development. "AI Principles." *OECD*, <https://www.oecd.org/en/topics/ai-principles.html>.

⁶³ UNESCO. "Recommendation on the Ethics of Artificial Intelligence." *UNESCO*, 23 Nov. 2021, <https://www.unesco.org/en/artificial-intelligence/recommendation-ethics>.



POSSIBLE SOLUTIONS

Establishment of an International UN Framework for Responsible and Equitable AI Governance

The United Nations could establish a common international framework of minimum standards for the development and use of artificial intelligence technologies. Standards could be related to data protection, transparency, safety of users, corporate responsibility, and access to AI technologies. The framework could also encourage regular reporting from Member States and technical assistance to Less Economically Developed Countries (LEDCs). Such efforts would contribute to reducing considerable divergence among national regulations, as well as ensure that AI governance was not determined solely by technologically advanced countries or corporations. To promote wide agreement and acceptance, the framework could be negotiated in an open UN process with involvement of all regions, while implementation could be facilitated via regular national reporting, peer review systems, technical support and incentives based on UN capacity-building initiatives in digital space; although universal compliance could not be assured, this would put considerable political pressure and remove barriers to implementation.

Strengthening National and International Authorities monitoring the Competition

The authorities responsible for competition enforcement in Member States could become more capable to investigate dominant AI corporations. Specialized units could be created in order to look into inquiries regarding cloud computing, advanced computer chips, large datasets, and digital platforms. The United Nations could provide technical assistance, training, and model legislation for Less Economically Developed Countries which may lack the necessary capacity to regulate multinational technology corporations. Improved cooperation among national authorities could also facilitate cross-border investigations.

Requirement of Regulatory Review of Major Investments and Partnerships in the AI Sector

Governments could require the review of major mergers, investments, and strategic partnerships in the AI industry. The regulator should examine whether the deal can allow a corporation to gain excessive control over the access to data, computing capacity, and emerging competitors. Authorities could approve, place conditions for transactions, or reject them in case they were expected to have substantial negative impact on the competition in the AI market.

Prevention of Anti-Competitive Exclusivity Agreements Between Cloud Providers and AI Developers

Member States may consider a requirement for a competition agency to investigate exclusivity agreements between dominant cloud service providers and prominent AI developers when there is a clear danger of market foreclosure. Factors such as the exclusivity period, the dominant position of the concerned companies, the presence of alternative providers, and denial of access by the small players to crucial computing infrastructure could be considered by the authority during the process. When there is any substantial restraint on competition in the market, the regulators can impose the appropriate remedial measures like restricting the exclusivity period, providing fair terms of access, or permitting dual sourcing by the developers. The governments may also promote the principle of interoperability and data portability to avoid excessive switching costs.

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