About NAIA

The National Artificial Intelligence Association (NAIA) is a 503(c)(6) nonprofit organization ensuring innovation & global competitiveness for American development & use of artificial intelligence ("**AI**"). Our 600+ members includes public & private businesses, nonprofits, financial & educational institutions, healthcare providers & community organizations.

DATA MANAGEMENT LEGAL LANDSCAPE

- *EU General Data Protection Regulation*

- *EU Artificial Intelligence Act (any AI System deployed into Europe)*

- *3 State AI laws (CO, Utah & CA), 4 Consumer Health Data laws (2 pvt. right of action)*

- *CA broad cyber audit, risk management & ADMT regulations (pending)*

- *50+ Class Actions re tracking technologies: CIPA, video, wiretapping, C/L privacy*

RESPONSIBLE AI DEVELOPMENT STANDARDS

- **Valid:** AI works as intended & based on **high-quality data w full usage rights**

- **Reliable:** System performs **consistently and accurately** (even after new training)

- **Safe/Secure:** System operates properly & **safely** after data attack or poisoning

- **Resilient:** System can return to normal function after adverse events

- **Accountable:** AI Actions & outcomes **traceable to responsible entity**

- **Transparent/Explainable:** AI operations **documented** to all stakeholders

- **Privacy-Enhanced:** System **safeguards human autonomy**, identity and dignity

- **Human-Centric:** System serves **human values** (equality, fairness, rule of law, etc.)

- **Unbiased:** System is fair and without **algorithmic bias**

NAIA proposes reducing the barriers to innovation and sound regulation resulting from the random roll out of data privacy and AI laws. We recommend that Congress enacts comprehensive data management & AI legislation that we have named the "***American Data Management & Artificial Intelligence Act***," or "***ADMAIA***"). Key elements of ADMAIA are set forth on the reverse side of this document.

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AMERICAN DATA MANAGEMENT & ARTIFICIAL INTELLIGENCE ACT (ADMAIA)

- One comprehensive Federal Act – reset data management maze w/ common set of rules

- Protect users and victims without stifling innovation & US global leadership

- **ADMAIA DATA MANAGEMENT KEY TERMS (Partial List)**

  - ✓ Impose Privacy-by-Design with CLEAR Privacy Labels

  - ✓ Uniform data access rights (know, access, correct, limit, opt-out, delete)

  - ✓ Common jurisdictional limit (100,000 consumer records)

  - ✓ Apply to all non-profits

  - ✓ Ban all uses of dark patterns

  - ✓ Provide small business exemptions / compliance safe harbor

- **ADMAIA ARTIFICIAL INTELLIGENCE TERMS**

  - ✓ Merge data protection & AI risk assessments

  - ✓ Provide for self-certification & transparency pre-launch

  - ✓ Require disclosure of generative AI uses and content modifications

  - ✓ Establish responsible AI development for Federal agency uses of AI

  - ✓ Manage / limit automated expansion of agentic AI models

  - ✓ Impose Model Risk Management

- **ADMAIA CHILDREN'S PRIVACY RIGHTS**

  - ✓ Enhanced parental consent for use of minor data

  - ✓ Strictly limit minor's biometric identifiers & GPS location data

  - ✓ Platform permits parental scheduled shut-offs & app controls

- **ENFORCEMENT**

  - ✓ FTC + State AGs & State Agencies enforce Federal law (*e.g.*, CAN-SPAM)

  - ✓ **Preempt all state data privacy, consumer protection & wiretapping laws**

  - ✓ **No private right of action; 90-day right to cure**

Website: www.TheNAIA.org