

Consumer  
Technology  
Association™



# Enabling Artificial Intelligence and Machine Learning Brainstorming Session

## Standards Drive Public-Private Partnership Model

Kerri Haresign

Sr. Director, Technology & Standards

# Who We Are

- CTA is the trade association representing the \$505 billion U.S. consumer technology industry, which supports more than 18 million U.S. jobs.
  - 1300+ Member Companies
  - 30+ Research Reports
  - 20+ Special Focus Divisions, Councils, and Working Groups
  - 130+ Standards
  - Owners and Producers of CES – The Most Powerful Tech Event in the World
- Our Mission: To help Innovators of all sizes grow their business.

# Artificial Intelligence Standardization

- Horizontal
  - Definitions and Characteristics of Artificial Intelligence ([CTA-2089-A](#))
  - Cybersecurity Threats and Security Controls for Machine Learning Based Systems ([CTA-5203](#))
  - Guidelines for Developing Trustworthy Artificial Intelligence Systems ([ANSI/CTA-2096](#))
- Healthcare
  - Artificial Intelligence in Health Care: Practices for Identifying and Managing Bias ([ANSI/CTA-2116](#))
  - The Use of Artificial Intelligence in Health Care: Managing, Characterizing, and Safeguarding Data ([ANSI/CTA-2107-A](#))
  - Definitions/Characteristics of Artificial Intelligence in Health Care ([ANSI/CTA-2089.1](#))
  - The Use of Artificial Intelligence in Health Care: Trustworthiness ([ANSI/CTA-2090](#))

# CTA's AI Advocacy

- CTA believes that existing legal authorities apply to the use of automated systems and AI just as they apply to other practices. This was emphasized in last year's joint statement by DOJ, EEOC, FTC, and CFPB.
- CTA supports ethical and responsible AI through industry standards, risk management, and national AI policy.
- Policy should recognize that AI is improving lives and solving big global problems.
- [Learn more.](#)

# Public Private Partnerships: Example One



# Public Private Partnership: Example Two

- A public-private sector effort is developing a voluntary cybersecurity label program for consumer connected devices (consumer IoT).
- The effort is led by the White House and FCC, with input from CTA, the National Institute of Standards and Technology (NIST) and other government and private sector stakeholders.
- The U.S. Cyber Trust Mark program will give consumers more information about the cybersecurity of the connected products they buy and ensure that those products meet certain standards.
- The following draft standards are being proposed for incorporation by reference, and CTA is closely coordinating with FCC on details.
  - ANSI/CTA-2119, Framework for Evaluation of a Cybersecurity Scheme
  - CTA-2120, Design Requirements for a Label for IoT Device Cybersecurity
  - CTA-2126, Guidelines for the National Cybersecurity Label Conformity and Trust Programs

# Public Private Partnership: Example Three

- Voluntary Agreement – Energy Efficiency of TVs
  - Determination of Televisions Set Power Consumption ([ANSI/CTA-2037-D](#))

# Contact

**Kerri Haresign**

Sr. Director, Technology & Standards

[Kharesign@cta.tech](mailto:Kharesign@cta.tech)