

REPORT FROM THE INTERNATIONAL CONFERENCE

“Artificial Intelligence, Personalized Media,
and Personal Autonomy:
Challenges of the 21st Century”

On 7th May 2025, the Institute of State and Law of the Czech Academy of Sciences organized in cooperation with the Faculty of Social Sciences of Charles University and the Faculty of Informatics of West Bohemian University the international conference titled “*Artificial Intelligence, Personalized Media, and Personal Autonomy: Challenges of the 21st Century.*” This conference focused mainly on legal, societal, and technical questions related to the regulation of providing personalized content in media and the protection of privacy and personal autonomy of personalized content consumers.¹

The conference was opened by **Alžběta Solarczyk Krausová** (Institute of State and Law, CAS) with the presentation on *Personalization in Media and Its Impact on Users*. The research showed what kinds of personalization are used in which type of media, and that the latest trends in personalization are hyperpersonalization, adaptive AI systems based on large language models, as well as personalized AI agents. **Denisa Reshef Kera** (Bar Ilan University, Israel) then presented the *Synthetic News Agency from the Middle East*, a prototype of an AI-based news agency that uses AI agents and large language models to deliver personalized news from Google Trends data.² Consequently, **Beata Gavurova** (Charles University) presented the results of empirical research done in cooperation with **Václav Moravec** (Charles University) on *AI-Driven Personalization vs. Human Rights: Unraveling User Perceptions and the Personalization Privacy Paradox*. Among others, the research showed that almost 60 % of digital media consumers want a) to have information about which personal data providers of personalized content use to decide on particular content delivery; b) to be provided with explanations about the logic of personalization; and c) to have an option to switch off personalization. Next, **Soňa Matochová** (Czech Data Protection Authority) presented her remarks on AI and Privacy Protection in the Light of the AI Act. She mainly highlighted the relationship between the General Data Protection Regulation and the AI Act and focused on future procedural issues stemming from the EU AI Act. This speech was followed by the presentation on *AI-Based Personalization and Privacy Protection from the EU Law Perspective* by **Alžběta Solarczyk Krausová** (Institute of State and Law, CAS). This presentation introduced the EU legal framework covering personalization and showed that this technology is regulated by several regulatory instruments, such as the GDPR, the ePrivacy Directive, the Digital Services Act, the AI Act, and the Regulation on the transparency and targeting of political advertising. The presentation focused primarily on the AI Act (high-risk systems and AI systems with transparency obligations), the Digital Services Act (requirements on recommender systems), and targeting of political advertising. It concluded by identifying the best practices for compliance stemming from multiple and overlapping legal frameworks. Finally, **Miloslav Konopík** (University of West Bohemia) showed the audience *Digital Tools for Privacy Protection and*

¹ The majority of presentations were results of the project “Artificial Intelligence, Media, and Law” which was supported by the Technology Agency of the Czech Republic under the grant No. TL03000152.

² More information about this project can be found at Middle East Pulse News Agency: Nostalgia for Real Data in a Synthetic World. In: *Middle East Pulse News Agency* [online]. [2025-05-15]. Available at: <<https://news.zrok.yair.cc/>> and at GitHub. In: *github.com* [online]. [2025-05-15]. Available at: <<https://github.com/anonette/NewsAgency>>.

Protection Against Hidden Advertising. These tools have the form of a publicly available plug-in called Vilém that provides its users with information about who collects their personal data while they are browsing the Internet.³ Moreover, it shows them whether a website they are visiting might contain hidden advertising. Such advertising violates users' rights to be informed when they are being presented with content promoting certain products or services, in order not to be mixed with independent reviews.

The conference was conducted online in English. The topic of regulating AI-based personalization was of interest to more than 75 registered participants from the Czech Republic, Slovakia, Israel, and the United States of America.

Alžběta Solarczyk Krausová*

³ The plug-in is available online at GitHub. In: *github.com* [online]. [2025-05-15]. Available at: <https://github.com/konopik/vilem_law_plugin>.

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