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**Artificial Intelligence and Human Rights:
Action plan & recommendations for human rights-
sensitive and ethical artificial intelligence.**

Doctoral Thesis in Human Rights,

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Introduction and presentation of the issue of the study.

More than 10 years ago, the issue of the impact of social media sites on major events in the world, particularly in the Arabic-speaking region, was raised in what was dubbed the "Arab Spring." Several studies have defended distinct suggestions on whether or not to have such an impact, and the role of the media in shortcuts about "social network revolutions" (Bensalah, Réseaux socations et révolutions arabes?, 2012).

Today, artificial intelligence has become an increasingly important place in human life in terms of technological developments and the resulting studies, research and inventions. Artificial intelligence has certainly brought solutions to facilitate life in an increasingly interdependent world, contributed to the development of services in various fields and contributed significantly to the improvement of benefits for humanity and in the areas of health, education, culture, finance, transport, communications, etc. However, it also raised serious issues affecting human rights and freedoms, including those relating to the exercise of freedom of expression, peaceful assembly, opinion, rights to information, privacy, security, health and employment, as well as problems of incitement to hatred or violence and discrimination. These problems are expected to increase with accelerated technological development, particularly through the spread of connected objects (Internet of Things or Internets), 'virtual reality' or 'augmented reality' and the popularization of the fifth generation 5G.

Certainly, several national laws and regulations, as well as several international texts, govern some of the above-mentioned risk aspects. However, these regulations generally do not take into account the artificial intelligence environment or its evolution over the past 20 years. We have adopted a human rights-based approach to studying the interaction of artificial intelligence with rights and freedoms. In this study, we propose general principles for guiding artificial intelligence for the protection of human rights and fundamental freedoms.

In this study, we addressed topics relating to human rights violations in the artificial intelligence environment. Indeed, the risks of profiling, discrimination, invasion of privacy, interference in the exercise of freedoms, addiction or extremism, violation of the security of individuals or the integrity of data systems, especially personal, barriers to participation in public life, etc., are present and verifiable. In particular, we recommend that public authorities appoint an institution to provide national leadership in artificial intelligence in general and that human rights be addressed in all dimensions of artificial intelligence. We also

recommend, inter alia, that this institution develop a code of ethics on artificial intelligence, taking into account the principles and recommendations of this study.

The approach to the subject first requires a definition of artificial intelligence. Although it is difficult to find a comprehensive and agreed definition, given the multiple angles of approach, after studying many documents and studies, we have adopted the following definition:

"Artificial intelligence is at the same time a scientific field (integrating multiple scientific ranges: Mathematics, informatics, neurology, psychology, engineering, sociology,...) Its aim is to create a technological equivalent of human intelligence, on the one hand, and the auto-intelligent systems available on algorithms capable of producing actions that have so far been created exclusively by humans, or that help or make decisions or self-learn through their available data, on the other".

The subject of artificial intelligence and digital citizenship processed in this study is gaining increasing interest from universities and the research community. The number of publications (in the scopus database), according to a study by the National Centre for Scientific and Technical Research, has increased significantly from 232 publications in 2016 to 1389 in 2020, a six-fold increase in four years. The United States alone accounts for 26%, followed by the United Kingdom by 14%, while the number of Moroccan scientific publications is only 6%, or less than 0.2% of all publications)bensalah(2021 †.

The development of artificial intelligence technology in the world is marking a major breakthrough, with the associated transaction figure moving from \$3.2 billion in 2016 to \$17 billion in 2020, and is expected to rise to 90 billion in 2025, an annual increase of 45% (Cascarino, 2019). Morocco would not be an exception in this area, as the new development model report states "accelerated technological transformations, under the influence of the digital transition in particular, are expected to lead to profound changes in production patterns. The widespread proliferation of robotics, robotics and production through interconnected networks based on artificial intelligence techniques may reduce the importance of human intervention and labor in many sectors. These trends require some countries, such as Morocco, to make the formation of human capital and research - development and innovation among their development priorities,

and to accelerate their technological infrastructure rehabilitation with a view to enhancing their competitiveness and further development. The overall competitiveness of our country will depend primarily on the quality of its human capital" (اللجنة الخاصة للنموذج التنموي، 2021).

In today's world, where digitization is a lever for the growth and evolution of societies, the use of artificial intelligence is used for mobility and image processing (facial recognition, automated archival, localization, cryptography ...). in education, in data processing and decision-making assistance, in maintenance, in data and documentation transfer, in accounting and bank, in health and medicine, in planning, mapping and simulations of buildings, in information and communication, Artificial intelligence is thus among the mechanisms to facilitate the enjoyment of fundamental rights and freedoms by citizens. However, the uses of artificial intelligence are not without risks to certain rights and freedoms, including the right to physical integrity and integrity of data, freedom of opinion and information, right to privacy, consumer rights, equality and non-discrimination and protection of vulnerable groups (Children, persons in disability ...), right to psychological integrity and common living, freedom of elections, right to employment, freedom of opinion, freedom of assembly, freedom of peaceful protestation,...

We share the conviction of the United Nations High Commissioner for Human Rights that "artificial intelligence may be a force for spreading good, helping societies to overcome some of the outstanding challenges of our time. However, artificial intelligence technologies may have negative, even catastrophic, effects if used without sufficient consideration of how they affect human rights... Artificial intelligence currently affects every corner of our physical and mental lives, and even our emotional lives. Artificial intelligence systems are used to determine who gets access to public services, who has the opportunity to get a job, and, of course, what kind of information people see and can share online... The risk of discrimination associated with decisions managed by artificial intelligence, which may alter, determine or damage human life, is real in all its meaning. It is therefore essential that we systematically assess and monitor the impact of artificial intelligence systems, in order to identify and mitigate human rights risks".

Methodology.

In order to achieve the objectives of this research, we first rely on a bibliography study on the subject, and then we are going to scale up the human rights issues associated with artificial intelligence. Then we will analyze comparative experiences in the area of artificial intelligence regulation, to propose guidelines.

Our next job is to conduct a survey of several stakeholders in the fields of artificial intelligence and human rights. Through this survey, we will ask the opinions of stakeholders about the actions that must be put in place so that AI is in phase with human rights, and the importance of criteria in prioritizing actions.

This will lead us, through a scientific methodology based on the multicriteria analysis method, to propose an action plan in Morocco to implement a policy aimed at reconciling artificial intelligence technologies and human rights.

The multicriteria analysis method is an operations research approach that has greatly contributed to the simplification of problem solving in several areas. According to the reference book "Advances in Multicriteria Analysis" (Pardalos, Siskos, & Zopounidis, 2013), "the history of multicriteria analysis began with the work of Pareto (1896) where the problem of aggregating criteria into one was examined".

For our approach, we have chosen a multi-criteria analysis sub-method: a priori aggregation of criteria into a single criterion, most often used for "evaluation and decision-making by dominant criterion" (Žižović, Albijanić, Jovanović, & Žižović, 2019).

We will describe (Žižović, Albijanić, Jovanović, & Žižović, 2019) (Broniewicz & Ogrodnik, 2020) (Bensalah, INTEGRATION DU BIM AU FERROVIAIRE - PROPOSITION DE PLAN D' ACTIONS PAR ANALYSE MULTICRITERE, Thèse de Doctorat, 2021) below the algorithm of the multi-criteria analysis method - a priori aggregation of criteria into a single criterion:

The basic data to consider are:

$A_1, A_2 \dots A_n$, are the actions considered, which we want to classify according to given criteria.

- $C_1, C_2 \dots C_m$, are the criteria by which we will judge and classify the actions.
- $W_1, W_2 \dots W_n$ ($W_j > 0$), are the weight vectors.

- $a_{ij} = U_j(A_i)$: represent “the performance of each action on each of the criteria”. They are "quotient cardinal utility function", in other words, this function represents deviations and order. For this function, there is a true zero.

The process consists of:

- Normalization of all a_{ij} in order to maintain proportionality between values.
- Normalization of weights (sum of weights = 1).

Implementation of the weighted sum method.

So a single criterion for any action i :

$$R(a_i) = \sum_{j=1}^n w_j \cdot a_{ij} \quad \forall i \in [1, m]$$

Equation 1: Determination of a single criterion for an action i .

Bibliography study.

Since the birth of web 2.0, social networks have been at the heart of contemporary debates. During the global protests in 2011 (Occupy Wall Street, the indignados in Spain, the Arab Spring ...), these social networks played an important role in the instantaneity of information and in the mobilization, to the point that some attributed to them the birth of these social movements (Bensalah, Réseaux sociaux et révolutions arabes?, 2012). Many are asking the question of living together in the era of everything connected (Bensalah, Vivre ensemble à l'ère des Internets, 2015), and studies report disinformation and propaganda campaigns, using the algorithms of these networks to violate the rights and freedoms of citizens (Bouayach & Bensalah, 2020). One of the leading companies in the field has announced the establishment of metaverse services, based on 'virtual reality' or 'augmented reality', combining both the techniques already developed in video games and the technologies used in Building Information Modeling (BIM) (Bensalah, Elouadi, & Mharzi, BIM : Technological development and software tools to integrate railway libraries, special & normative constraints of large linear projects, 2018).

This debate over social media algorithms is only the tip of the iceberg. Indeed, human rights abuses in the artificial intelligence environment raise worrying questions. “It has never been clearer, particularly after this year of COVID has exposed our ever greater reliance on digital technology that we need to retain public trust in the adoption of AI”, said Council of Europe in a recent report (D., et al.).

To support the elements of the problematic, in the literature, we will identify examples of human rights violations by artificial intelligence, and then we will explore the avenues for the enjoyment by all of the benefits of AI and its potential for facilitation of the exercise of rights and freedoms. Then, we review the various initiatives aimed at organizing artificial intelligence with the aim of respecting human rights.

Monitoring of human rights in the environment of artificial intelligence.

Freedom of opinion, expression, assembly, peaceful demonstration and democratic society values in the digital era and with increasing algorithms.

A 2018 report by the Oxford Internet Institute (University of Oxford) recorded that “in one year, the number of countries that have been victims of organized disinformation campaigns on social networks has increased significantly from 28 to 48” (Bradshaw & Howard, 2018). The report of the European Parliament's

Department of Public Policies for Citizens' Rights and Constitutional Affairs defines disinformation campaigns as being based on a range of organized but discrete activities that give the impression that it is a voluntary process, called a set of pillars, on and off the line, at different times, and adopts a combination of natural diffusion. (By humans and traditional media) and auto-diffusion (by robots and publicity) which makes tracking the origins of the story and the protagonists very difficult. Consequently, they are the interests of technology operators (digital platforms, social media networks, digital advertisers...). The actors behind the misinformation campaigns, converging in terms of being together, are trying to distract users for as long as possible, through exciting, controversial and misleading content (Policy Department for Citizens' Rights and Constitutional Affairs, 2019).

A report by a research firm recorded that the campaign to boycott some of Morocco's commercial products in 2018 through social media sites might be "Its origin is abnormal, manipulative and misleading." (EPGE, 2019) In another context, a former social media platform manager, in testimony to the United States Congress, expressed that the platform "Contributed to the protests" and that it "could have reduced its impact" in connection with the protests that swept the seat of the US Parliament in the context of the presidential election.

These campaigns, which exploit the algorithms of social media platforms, mislead and lead to human rights violations:

- Influence on freedom of expression in that intensive misinformation makes it impossible to exercise this freedom, either by subjugation (expression of dissenting opinions) or by the dissemination of expressions.
- Influence on freedom of opinion by exposure to unsubstantiated and untrue information that leads to bias or acute recollection of subjects and opinions.
- Freedom of assembly and peaceful demonstration through artificial creation of followers and supporters, sometimes leading to unprotected demonstrations.

Social networks and digital platforms rely on algorithms to display personalized content addressed to each user on their personal space, as well as on algorithms to organize sources via a ranking system. Tech companies start from the premise that advertising is directly and primarily related to the time the user spends on the platform, attention time. In order to extend the attention span, the algorithms start from the analysis of data and the user's interaction habits in order to offer diagnosed content. This results in what are called "echo chambers" and "filter bubbles", that is to say that the user only receives content that is consistent with his previous uses, or even his personal convictions. In simulation, the result looks

like a marketplace that offers a distinctive path for each customer, based on his or her previous purchases, to create a space in which they only see the products they were buying, or those bought by the people they were buying, he declared to the market as part of "his entourage". The impact of echo chambers on users renders them unable to visualize and feel the "truth" except in content that is consistent with their beliefs and perceptions, even if the "truth" is false, unrealistic or relative, and not based on credibility, reliability of sources and validity of content.

In addition to the above paragraph on misinformation in general, misinformation and influence on trends, especially in elections and special periods, as well as influence on the values of a democratic society, motivated by artificial intelligence mechanisms, are among the contemporary human rights problems. In his 2018 report, the Special Rapporteur on the promotion and protection of the right to freedom of opinion and expression acknowledged that there are vague forces behind the shaping of the ability of individuals around the world to exercise their freedom of expression. This phase calls for full transparency and meaningful accountability, and for the obligation to provide remedies to protect the ability of individuals to use electronic platforms as forums for free expression, access to information and participation in public life" (Human Rights Council, 2018). In the same vein, a study from the University of Oxford (on disinformation and manipulation via social media platforms in more than 28 countries), reported that "specialist groups" (made up of 20 people to 2 million people, depending on the case and state), who may depend on governments, political parties, civil society, individuals or businesses, aim to mislead and manipulate the feelings, opinions and beliefs of the public by disseminating false information, propaganda, fraud and rumors (Bradshaw & Howard, 2018).

[Right to privacy.](#)

Protecting the right to privacy remains one of the greatest challenges of digital development and artificial intelligence systems in the world today. The constant development of artificial intelligence is characterized by an unprecedented growth in the volume of digital data and personal data, which is a human footprint and a digital mechanism, or what is called Big Data, referred to as "21st century oil".

The above observations overlap with the 2018 report of the Special Rapporteur on the Right to Privacy, which notes that with an increasing number of decisions affecting the lives of all people who use algorithms and machine learning technologies, their impact on human rights must be limited by strict and continuous restrictions. These technologies are widely used, and legal proceedings depend on them for proof. However, the methods by which complex algorithms work are largely unknown, as are their development paths for machine

learning. This needs to be considered from the perspective of all human rights before and during policies that promote and enable the development and dissemination of products based on artificial intelligence. Legal and ethical frameworks are essential to protect affected human rights (Human Rights Council, 2018).

In the context of the global health crisis linked to the COVID-19 pandemic, we have followed, in Morocco, the creation of a series of electronic applications (tracking, vaccination, etc.), as was also the case in many states. Human rights actors on this subject have initiated an intense debate. It should be noted that these applications have received authorization from the National Commission for the Control of the Protection of Personal Data of Morocco. We believe that the protection of human rights is not limited to the sole protection of this data and we remain concerned about:

- The clarification of the legal framework for the creation of such applications, which must invoke the essential principles of human rights (legality, legitimacy, necessity, proportionality, non-discrimination ...);
- The need to introduce human rights into the design, to conduct an experimental phase, to disseminate the data (in an anonymized manner) for scientific research purposes and to study the effects on human rights before and during use;
- The transparency of algorithms in the protection of human rights;
- Informed acceptance and conditions of use by users;
- Guarantees on the duration of use and retention of data and on non-discrimination;
- Information, communication and guidance on an ongoing basis.

In a thematic opinion in 2018, the CNCDH in France estimated that “The large IT companies [...] indeed have the capacity, thanks to the increasing size and interconnection of data files [...] and to the development of 'powerful algorithms, to talk about scattered information (which we thought was silent), thus sometimes revealing the privacy of an infinite number of people” (CNCDH, 2018). A report from the UK parliament states that EU data protection regulations provide certain safeguards when data processing profiles individuals based on particular characteristics. Essentially, it prohibits the profiling 'of people according to characteristics that would normally be discriminatory, except for public interest' or legal requirements. It allows a person to object to the processing of their personal data even when they are processed under these conditions, and the controller would only be able to continue processing the personal data if they were able to demonstrate compelling legitimate grounds (House of Commons, 2016).

Freedom of press.

At the Benguerir Forum on Artificial Intelligence in Africa, organized jointly with Mohammed 6 Polytechnic University (December, 2018), UNESCO warned that “the use of artificial intelligence to manage information and Internet content can lead to disinformation, threaten journalistic work and even endanger democracy”. In Morocco, statistical data¹ (2018) shows that two global social media companies capture 65% of investments, prompting content producers to review content to match the requirements of social media algorithms. In this regard, some media enthusiasts in Morocco complain about the proliferation of news content based on excitement, or with headlines that go against the content, and the race to click ... Social media platform and search engines “prioritize interaction at the expense of quality of content” (Simonson, 2014). Digital platform companies are trying to reassure stakeholders by announcing changes in the artificial intelligence (AI) systems used to describe journalistic content, "which places information that requires significant work to be produced, or that requires, for example, distinct investigative journalistic skills, at the top of the proposed content ladder. " Morocco's National Press Council, in its 2020 report, called on the government to take strict measures to limit the recourse of national public institutions to transfer their advertisements to the web giants of GAFAM ... and “to amend the copyright law to explicitly stress the rights of the journalist as a protected author, especially in the digital domain” (2020، المجلس الوطني للصحافة).

Right to life, to physical integrity and to property.

We have recorded debates in Parliament and in the public space on the dangers to physical integrity, especially among children, in artificial intelligence systems. Video games and applications of 'virtual reality' and 'augmented reality' pose problems associated with areas of 'emotional intelligence', particularly in children. Studies have shown that they have encouraged aggressive and violent behavior, where the boundaries between living reality and 'virtual reality' evaporate, filled with violence and aggression. We have also highlighted numerous instances where the use of video games and virtual reality has led to murder or attempted suicide and, in other cases, to physical, verbal and moral abuse.

With regard to surveillance, in the context of this study, we were able to consult for example that software that can easily be found in commerce on the internet since (at least) 2010, is capable of spying on phones. 'they are installed there, with little or no traces left. A market is growing dizzyingly around use in close circles: a spouse who spies on his partner, an employer who tracks down his employees, a parent who watches over his children, etc. On a larger scale, studies report the

¹ <https://unesco.ma/marche-publicitaire-un-repli-qui-s-aggrave/>

use by groups, state or non-state, of forms of AI capable of penetrating connected objects and information systems (servers, smartphones, etc.) in order to extract data, process or transfer them, without citizens' knowledge. It ranges from surveillance of people to unfair economic intelligence between private entities. Another scourge has become increasingly common: evil attacks on information systems. A 2019 study on cyber-attacks estimates that the cost of losses generated has increased by 72% in 5 years, and that the average unit cost of an attack in 2018 is 13 million euros, an increase of 12% compared to 2017 (Accenture Security, Ponemon Institute, 2019). In Morocco, the customers of a bank were surprised by withdrawals from their accounts at the end of August 2020. The bank in question informed², "This problem is not due to a security breach, but rather to fraudulent operations by bank cards belonging to different banks and in several countries". In 2018, another bank³ had mistakenly committed transactions crediting several hundred customers. "There is indeed a deficiency in the cybersecurity sector in Morocco," said Hassan Mharzi, university professor and cybersecurity specialist. The same observation is noted by the AUSIM⁴ in its report: only 55% of the organizations (mainly companies) surveyed declare that they comply with the directives of the DGSSI⁵ (AUSIM, 2018).

Equality and non-discrimination.

While writing this study, we focused on some aspects of automatic algorithm targeting:

- When a user speaks on his phone about certain products, immediately after turning on his phone and connecting it to the network, announcements of the same products and of their competitors.
- A company offers banks to develop an automated application that can determine the age and gender of visitors to bank branches, from their images, for statistical purposes, and which can be combined with other customer uses.
- The results obtained from an online search engine vary from user to user, and at best, they are not in the same order.

Businesses and social media networks in particular, are adopting algorithms that can directly target consumers with ads that are relevant to their area of interest, and lower the cost of traditional advertising operations. It involves harnessing and

² <https://2m.ma/fr/news/transactions-en-devises-inexpliquees-cih-bank-rassure-ses-clients-20200828/>

³ <https://fr.le360.ma/societe/barid-bank-une-erreur-informatique-fait-des-millionnaires-parmi-les-clients-de-la-banque-159559>

⁴ Association of Users of Information Systems in Morocco.

⁵ Moroccan governmental organization in charge, among others, to ensure the application of the directives and orientations of the strategic committee for the security of information systems.

sharing a huge amount of personal data in order to deliver what companies call the 'unique or unique experience' of every user. The same method is also used in personalizing the content offered to users to extend 'attention span', thereby exposing them to more advertising and enhancing the volume of advertising revenue.

The National Human Rights Advisory Commission of France, in its thematic opinion of 2018, considered that the major information companies already have, given the size and tangles of the data files and the development of great algorithms, the ability to make discrete information capable of speech (which we calculated to be full), and to raise the lid on the privacy of countless people (CNCDDH, 2018). The British Parliament's report in 2016 stated, EU data protection legislation provides some assurance when information processing enables automated targeting of profile... A person has the right to object to the automatic treatment of his or her own suits, "while it is odd that a Moroccan expert, in a statement to the press, states that the right to object to automatic diagnostic targeting, in view of this European legislation, can be" viewed as a regression in technological progress, or a competitive obstruction of the companies concerned,... Although it is a major step towards the individual in the face of the enormous and inhuman power of numerals that transform the private life of goods (House of Commons, 2016).

In the context of the global health crisis linked to the Covid-19 pandemic, we in Morocco have pursued the creation of a range of electronic applications, such as the 'wiqayatouna' and 'liqahouna' applications, as well as similar applications in many States, which have been studied by human rights actors. Our concerns intersect with the concern of a research paper on the same subject, in 2020, of the Centre for Politics Center for the New South that "at the long-term, these applications may become systematized" (Najah, 2020).

We are pursuing international concerns associated with artificial intelligence applications in human resource management. Algorithms offer a 'perfect profile' based on company experience and self-learning, which can involve discrimination on grounds of sex, color, religion, or belonging ... given the dominant characteristics of its human resource composition. Similar algorithms offering certain 'profiles' for trusted customers or 'most capable' persons are also common to other uses. According to press reports⁶ in the United States, people of African descent have been mistakenly considered twice more capable of committing bank offences and are therefore being denied access to loans. Researchers (Alain Lacroux, 2019) concluded that automated facial recognition has a significant

⁶ <https://www.bladi.net/racisme-algorithmes,58905.html>

margin of error for minorities: The margin of error varies from 1% for a man with white skin to 35% for a woman with black skin. In a related context, an American-Ghanaian researcher concluded⁷ that these applications can only identify their dark-skinned face if they use white plastic powder. A researcher at the University of Geneva also reported to the National Human Rights Council that although one third of science-based artificial intelligence researchers are women, for example women usually complain about the coolness in offices, especially during the summer, which is due to the fact that the algorithm that regulates the temperature of the office was set in the 1960s for the average man in a suit, or in another example, digital recruitment platform algorithms (On the Internet or on enterprise applications) biased by gender, they show jobs that are more highly paid to men than to women, because originally there were more men looking for such high-paid jobs, so the algorithms started to show them to men than " (Hilal, 2021).

Human rights defenders in the Netherland have protested⁸ against police use there to "allow ethnic identification of the 'profiler' of persons who are most likely to commit the crime 'and who are" particularly targeted at immigrant persons. American researchers also relied on scientific experience on an application of one of the major artificial intelligence technology companies, which is also being used by the police, introducing photos of 535 American parliamentarians, to conclude that the application made 28 errors and suspected discrimination based on race. The Council of Europe, in its 2019 commentary, considered⁹ automatic targeted identification (profile) Used by the State Police, without objective and proportionate justification, on the basis of race, color, language, nationality or ethnicity, in surveillance or search, racist and discriminatory practices, and since machine learning algorithms to assist the police are still at a pilot stage, States must develop a clear set of rules and legislation for their use, which must include a specific trial period and assessments of human rights impacts by an independent authority.

A research paper by a Moroccan university registered a certificate for a Moroccan citizen with 30 years of age in a situation of visual disability, complaining that applications provided by transport agencies and companies did not give exact public transport timing, which complicated the situation even further. We have also recorded testimonies of researchers of difficulties with facial recognition applications (or on pupils, fingerprints, or bodies). For people in a disability situation. We have also seen, in many cases, the dissemination of educational,

⁷ <https://time.com/5520558/artificial-intelligence-racial-gender-bias/>

⁸ <https://thenextweb.com/neural/2020/09/30/dutch-predictive-policing-tool-designed-to-ethnically-profile-study-finds/>

⁹ <https://www.coe.int/en/web/commissioner/-/ethnic-profiling-a-persisting-practice-in-europe>

recreational, cultural and sports institutions and even guardians of images of children on social media applications and sites, which are used by complex algorithms outside existing controls that violate children's rights, particularly their right to a photograph when they reach the age of legal majority.

The above observations intersect with the conclusions of the report of the Special Rapporteur on extreme poverty and human rights, including that the values on which modern technology is based and shaped are inevitably dysfunctional because of a crisis of diversity at the gender and race levels in the artificial intelligence sector, which generally design artificial intelligence systems... It is highly likely that predictive analyses, algorithms and other forms of artificial intelligence will reproduce and exacerbate biases reflected in current data and policies, and deep-rooted forms of discrimination can undermine the right to social protection of major groups and individuals (2019، مجلس حقوق الانسان).

Fight against hatred, intolerance and terrorism.

We followed through the press¹⁰ in December 2020 the commission of a young man addicted to online video games to the crime of murdering his mother, who did not accept his request to acquire a recharge card to connect to the Internet in order to continue his game. The file of children's addiction to video games is considered a problem that haunts all countries of the world, like a Filipino youth, for example, whose mother¹¹ says that she feeds him while playing and he does not stop even to meet his own needs, or in other examples¹², applications for publishing personal photos push children in America to try Suicides, given the prevalence of stereotypical 'aesthetic' forms, frustrate them. Expert studies report¹³ on the dangers of "addiction, aggressiveness, hatred, hatred, revenge, sexual suggestion, aggressive tendency and inability to coexist with the other" for children in the worlds of video games.

Reports indicate¹⁴ that since the Paris climate agreement, more than 70 million people (on one network) have accessed misleading content about climate science, and the social network says that it discovered 51 misleading advertisements on the subject, only one advertisement was withdrawn from them, while they were viewed from Party of 8 million people in the United States alone. Research

¹⁰ <https://fr.le360.ma/societe/sefrou-un-adolescent-tue-sa-mere-pour-5-dirhams-et-le-jeu-free-fire-228627>

¹¹ <https://www.sudinfo.be/id104469/article/2019-02-27/cet-adolescent-accro-aux-jeux-video-est-nourri-par-sa-mere-pendant-quil-joue-il>

¹² <https://www.nytimes.com/2019/02/07/technology/instagram-self-harm-ban.html>

¹³ <https://www.hespress.com/%D8%A5%D8%AF%D9%85%D8%A7%D9%86-%D8%A3%D9%84%D8%B9%D8%A7%D8%A8-%D8%A7%D9%84%D9%81%D9%8A%D8%AF%D9%8A%D9%88-%D9%85%D8%AA%D8%B9%D8%A9-%D8%AE%D8%B7%D9%8A%D8%B1%D8%A9-%D8%AA%D9%87%D8%AF%D8%AF-517955.html>

¹⁴ <https://datanews.levif.be/ict/actualite/facebook-a-permis-aux-climato-sceptiques-d-atteindre-huit-millions-d-utilisateurs/article-news-1342641.html>

indicates¹⁵ that another network specializing in video publishing may have closed its eyes to misleading conspiracy theory content in order to gain more interaction. And the implications of the conspiracy theory amplified in the context of the Covid-19 pandemic, as the Director-General of the World Health Organization stated¹⁶ that we are not only fighting the pandemic, but also an infodemic.

While the companies running social networks periodically announce the deletion of accounts and pages, including those working in Morocco, that publish content glorifying terrorism (example¹⁷ in November 2020), experts doubt that the algorithms used by social networking sites provide a favorable environment for terrorist recruitment. In this regard, the family of a detainee, against the background of his affiliation and leadership of the terrorist cell in Tangiers, stated¹⁸ in October 2020, "In about a year's time, the young man moved ... from an artistic community ... to a mysterious and closed person after he got rid of his modern clothes and fell into the bosom of digital extremism." And she adds that "the main reason for his radicalization in a short time is his addiction to the digital videos" of a terrorist organization.

Consumer rights.

We followed a complaint from a customer who requested the beginning of the quarantine to postpone his monthly installments related to a loan on the website of a bank. We looked at this site and did not find any instructions for customers regarding how to postpone or for free or conditions. It is reported that in the context of the quarantine applied at the beginning of the Covid-19 pandemic crisis, the banks announced that they would grant loan installments deferrals to customers who request this in writing, for a period of 3 months. In April 2020, Bank Al-Maghrib circulated a letter¹⁹ regretting the lack of consistency in downloading the deferral of installments ... and not informing customers of the effects on the scheduling of loans.” The professional group of banks in Morocco reported²⁰ in mid-April that “400,000 requests for deferment ... were processed and approved.” In two weeks, and that the rejection rate did not exceed 4%.” And the Economic Vigilance Committee decided at the beginning of May that “people

¹⁵ <https://branchez-vous.com/2019/04/05/comment-youtube-a-permis-conspirationnisme/>

¹⁶ <https://www.france24.com/fr/20200428-th%C3%A9ories-du-complot-et-fake-news-combattre-l-infod%C3%A9mie-de-covid-19>

¹⁷ <https://ledesk.ma/encontinuu/facebook-supprime-de-faux-comptes-au-maroc-lies-lactivisme-des-freres-musulmans-et-au-terrorisme/>

¹⁸ <https://www.hespress.com/%d8%ae%d9%84%d9%8a%d8%a9-%d8%b7%d9%86%d8%ac%d8%a9-%d8%aa%d9%83%d8%b4%d9%81-%d8%ae%d8%b7%d8%b1-%d8%a7%d9%84%d8%aa%d8%b7%d8%b1%d9%81-%d8%a7%d9%84%d8%b3%d8%b1%d9%8a%d8%b9-%d9%88%d8%aa%d8%ad-586981.html>

¹⁹ <https://www.panorapost.com/post.php?id=25992>

²⁰ <https://www.challenge.ma/report-de-credits-letat-et-le-secteur-bancaire-prendront-en-charge-lintegralite-des-interets-intercalaires-139840/>

who asked to postpone installments cannot be asked for the resulting interests.” With reference to the subject of the complaint, we note here that the bank’s application in this case did not include the terms of use. Subjecting the customer to the benefits of postponing installments and not taking the announced pledges and applying the postponement and the benefits resulting from it without the written and informed consent of the user.

A major technology company that provides instant communication service to more than one and a half billion users (2019 stats), announced²¹ at the end of 2020 fundamental changes to the usage policy, requiring users to accept “more automated exchange with a social network” belonging to the same group. We have registered, in Morocco²² and throughout the world²³, campaigns for the use of competing applications that do not impose the same conditions, which indicates the beginning of awareness of the rights of consumers and the need to protect their personal data in the context of artificial intelligence algorithms.

A white book of the European Commission noted that consumers intend to enjoy the same level of security and the same rights, whether or not it is an AI-based product or system. Therefore, it is necessary to examine whether current legislation is capable of addressing the risks associated with AI, and whether it is possible to ensure that it is effectively complied with, and whether it should be adapted, or whether new legislation is needed (Commission européenne, 2020), and it should be noted that the European Parliament had put forward²⁴ the forms, at the beginning of 2020, as when consumers interact with a system based on artificial intelligence.” They should be properly informed of how it works, how to reach the person who makes the decisions, and how to check and correct the decisions of the system.

The right to a fair trial.

The Council of Europe has endorsed the “European Code of Ethics for the Use of Artificial Intelligence in and in Judicial Systems” (Conseil de l’Europe - CEPEJ, 2018) which is based on six principles:

- Protection of fundamental rights;
- Non-discrimination;
- Quality and safety;
- Transparency;

²¹ <http://www.cnt.ma/les-50-chiffres-a-connaître-sur-les-medias-sociaux-en-2019/>

²² <https://maroc-diplomatique.net/nouvelles-regles-dutilisation-whatsapp-les-utilisateurs-sinquietent/>

²³ <https://www.medias24.com/messagerie-instantanee-mouvement-de-migration-de-whatsapp-vers-signal-15688.html>

²⁴ <https://www.europarl.europa.eu/news/fr/press-room/20200120IPR70622/intelligence-artificielle-utilisation-equitable-et-sure-pour-les-consommateurs>

- Impartiality and intellectual integrity;
- User control.

In addition to Moroccan lawyers²⁵, who are working to accelerate the process of digitizing justice, the Ministry of Justice and the Supreme Council of the Judicial Power in Morocco have officially launched²⁶ remote trials in the context of the Covid-19 pandemic. The Public Prosecution Office, in partnership with the Council of Europe, had organized²⁷ workshops on justice and artificial intelligence, which enabled an inventory of a set of risks to be studied and neutralized if a predictive approach was adopted in judicial matters. These risks were as follows:

- “Judicial reasoning has its own mechanisms and differs from statistical or probabilistic approaches to algorithms;
- The inability to automatically identify all the causal factors in the decision;
- Inequality between litigants due to access (finance) to the procedures of so-called predictive justice;
- Influencing the selection of judges;
- Influence the judge's decision;
- The effect on the judge's assessment;
- The risk of criminal profiling.

This dilemma, summarized by some experts in the "AI Trial", is extendable²⁸ to a new part of the justice process: AI-related remedies and trials. We will certainly see more complaints about allegations of fundamental rights violations by algorithms. Remedies must be effective, including a national human rights institution, but mainly justice. This will inevitably entail raising judicial awareness of the new challenges that AI creates in the daily lives of citizens.

The right to access to technology, the right to initiative, freedom of enterprise, and bridging the digital divide.

The right to access technology and bridge the digital divide is among the current challenges at the global and continental level, as the numbers of access to technology in Morocco and Africa show starkly different rates of access, and that

²⁵ <https://www.medias24.com/la-profession-d-avocat-se-met-au-diapason-de-la-digitalisation-15157.html>
<https://www.cfcim.org/wp-content/uploads/2019/05/1014-mai-2019-Intelligence-artificielle.pdf>

²⁶ <https://www.justice.gov.ma/lg-1/actualites/act-1055.aspx>

²⁷

<https://www.ahjucaf.org/sites/default/files/Justice%20pr%C3%A9dictive%20JPJ%20Maroc%202018%281%29.pdf>

²⁸ <https://www.dalloz-actualite.fr/flash/l-intelligence-artificielle-en-proces-plaidoyer-pour-une-reglementation-internationale-et-euro#.X9sxKhBKiuK>

is why the United Nations 2030 Agenda stipulates the sustainable development²⁹ goals that explicitly include the same rights for men and women, especially the poor. And people in a vulnerable position, to modern technologies that facilitate their needs, by 2030 (Goal 1, target 1.4), and the significant increase at the global level in the number of scholarships, especially for the benefit of least developed countries, small island states in the process of development and African countries, in order to finance the follow-up studies Undergraduate training, including vocational training, informatics, technical, scientific and engineering studies, by 2020 (Goal 4, target 4b), strengthening scientific research and improving technological capabilities in industrial sectors in all countries, in particular developing countries, including, by 2030, encouraging innovation and a significant increase in the number of research and development workers per million people, and an increase in public and private sector spending on research and development (Goal 9, Target 9.5), and Significantly increase access to ICTs, and strive to provide universal and affordable access to the Internet in least developed countries by 2020 (Goal 9, Target 9.8). In its memorandum regarding the development model, the Council had recommended “accelerating the pace of modernization of public administration by integrating modern technologies (electronic management) into public services” and “accelerating the realization of the digital transition of management in order to better implement the human rights system” (المجلس الوطني لحقوق الانسان، 2020).

On the other hand, the giant companies in the field of digital technology, or what is known as GAFAM³⁰, BATX³¹ et NATU³², are the face of economic capitalism that raises the technology sector to the highest levels of wealth at the global level. The market capitalization of GAFAM³³ companies is equal to the size of the gross domestic product of the economy's 3rd largest economy (in terms of gross domestic product), after the United States and China. In 2018, there was a change in the stock market in the share of a company, including about 120 billion dollars in one day, which is equivalent to the market value on the stock exchange of a giant aircraft manufacturer in Europe or the size of Morocco's gross domestic product. Far from the unprecedented financial performance, many see these tech giants as a multi-level monopoly and the embodiment of tax evasion, as the Group of Seven (G7) countries asked the Organization for Economic Cooperation and Development to address the issue of "global taxation of digital businesses", which

²⁹ <https://www.un.org/sustainabledevelopment/fr/objectifs-de-developpement-durable/>

³⁰ Google, Apple, Facebook, Amazon et Microsoft.

³¹ Baidu, Alibaba, Tencent et Xiaomi.

³² Netflix, Airbnb, Tesla et Uber.

³³ <https://www.lafinancepourtous.com/decryptages/finance-et-societe/nouvelles-economies/gafa-gafam-ou-natu-les-nouveaux-maitres-du-monde/>

they suggested should be Companies are “taxable without being located in the country in which the value is created,” and even without an agreement, some countries (including France³⁴) have issued tax notices against technology companies. The discussion in Morocco³⁵ on the same issue has started since 2017, when the government considered that “international technology companies make profits from the Moroccan market through advertising without paying taxes, which affects honest competition with national companies.” Tax revenues in this regard were estimated at 4 billion dirhams annually.

In terms of the right to initiative and freedom of enterprise, a report to the US Congress stated³⁶ that, simply put, the once small start-ups challenging the status quo as start-ups represent a kind of monopoly that we have not known since the days of oil barons and railroad magnets. And he considered that 4 technology companies, which were the subject of the study, worked on predatory acquisitions in order to neutralize any competition, and regretted that these companies had become in a position that allows them to set a set of rules for others, and the US Department of Justice announced³⁷ that it had An antitrust complaint has been filed with the court to prevent Google from unlawfully maintaining monopolies through anticompetitive practices and exclusion in the search and ad search markets.

The right to intellectual property.

We follow, on the website of the World Intellectual³⁸ Property, a publication stating that it "is currently conducting a dialogue on intellectual property and artificial intelligence in which Member States and other stakeholders participate to discuss the impact of artificial intelligence on intellectual property policies, with a view to formulating questions that decision-makers will collectively ask." In Morocco, Law No. 02.00 on copyright and related rights defines the author as “the person who created the work,” a definition converging with comparative laws at the international level, but it raises emerging problems regarding works “created” by artificial intelligence, where analysts cite, on For example, many artworks are created exclusively for artificial intelligence such as the song “I” performed by American artist Taryn South, whose music is the artificial intelligence³⁹ creation of the name “Ampere” (Pelletier, 2018). And in 2016, two

³⁴ <https://siecledigital.fr/2020/11/26/france-taxe-gafa-decembre/>

³⁵ <https://www.tic-maroc.com/2019/05/taxe-gafa-le-maroc-intention-de-taxer-geants-web.html>

³⁶ <https://www.reuters.com/article/usa-tech-concurrence-idFRKBN26R3JY>

³⁷ <https://www.blogdumoderateur.com/usa-google-antitrust-proces-big-tech/>

³⁸ https://www.wipo.int/about-ip/fr/artificial_intelligence/policy.html

³⁹ <https://www.ampermusic.com/>

researchers unveiled⁴⁰ the first artificial intelligence short film, "Benjamin." Advances in artificial intelligence, combined with the advancements of 5G, big data, virtual reality or more ... may exacerbate this effect. Should we ask whether there will be a need for a legal status of artificial intelligence?

On the other hand, the Council records many problems related to the illegal use of intellectual property-protected creations and works in artificial intelligence systems. For example, photo and video display platforms provide possibilities for copying and re-publishing protected works and benefiting from advertising revenues, without referring to their owners. Their remedy is a great deal of time and painstaking effort, given the legal mandates of states and the judicial complexities.

The right to a healthy environment.

Research estimates⁴¹ that the carbon footprint of configuring a single AI represents up to 284 tons of CO₂-equivalent – five times the average lifetime vehicle emissions. According to a study⁴² conducted in 2019, the world has 34 billion devices for 4.1 billion users, and the digital environmental impact represents about 6800 TWh of primary energy, 1400 million tons of greenhouse gases, and 7.8 million cubic meters of fresh water. This is equivalent to 4.2% of global primary energy, 3.8% of greenhouse gases, and 0.2% of water consumption. Between 2010 and 2025, this ecological footprint will grow from 2.5% of humanity's footprint to approximately 6%. Several initiatives are based on tackling the carbon footprint of AI and the digital world, with one tech giant reporting the cooling system for its data centers to its subsidiary, which announced⁴³ in August 2018 that it had achieved 30% energy savings.

The right to work.

Researchers have reported that applications of artificial intelligence will lead to the loss of many high-value-added and low-income jobs. The Moroccan new Development Model Report (2021، اللجنة الخاصة للنموذج التنموي) also acknowledged that “the acceleration of technological transformations, particularly under the influence of the digital transition, is expected to lead to profound changes in production patterns, to reduce the importance of human intervention and labor in many sectors”. A related report of the General Confederation of Moroccan Enterprises had recommended proactive steps. These effects are usually

⁴⁰ <https://www.futura-sciences.com/tech/questions-reponses/robotique-ia-8-creations-artistiques-robots-9863/>

⁴¹ <https://www.newscientist.com/article/2205779-creating-an-ai-can-be-five-times-worse-for-the-planet-than-a-car/>

⁴² <https://www.ecoco2.com/blog/empreinte-environnementale-du-numerique-mondial/>

⁴³ <https://www.ledevoir.com/societe/science/550293/l-intelligence-artificielle-et-l-environnement-un-mariage-naturel>

accompanied by the emergence of new technology (the invention of the wheel, the steam engine, the printing press, the computer ...), which history has shown the possibility of adapting, but without a serious study of it at the near and medium level. In parallel, the applications of artificial intelligence in various fields have led to the emergence of new forms of work in very fragile conditions (application-based taxi drivers, on-demand distribution service providers via applications, tourist receivers in stays on applications, ...) that depend on “handling” and 0-hour contracts” in contrast to “a growing concentration of wealth in the hands of technological elites and capital owners” (مجلس حقوق الانسان، 2017).

The right to health and proper nutrition.

Cooking robots have spread, whether at the level of restaurants or even in homes, that prepare meals based on recipes that you have previously tended or on the line. Numerous stand-alone apps and machines for health monitoring and recipe suggestion have also proliferated. There is a fear of mistakes that these forms of artificial intelligence can make, whether in ensuring proper nutrition or in terms of their impact on health in the absence of a doctor’s consultation. The World Health Organization has also classified⁴⁴ video game addiction as a disorder in the International Statistical Classification of Diseases and Related Health Problems, adding that there are similarities between video game addiction and gambling and alcohol addiction. They prioritize their lives at the expense of their normal daily activities and sometimes do not eat or go to the bathroom, which can lead to negative health and behavioral consequences that are increasingly documented around the world.

The right to culture and the right to education.

Video-on-demand applications model the presentation they propose to viewers through specialized algorithms based on the most viewed content based on geography, age, and gender... The algorithms of these applications and social networks carrying audiovisual content also contribute to the misconception of a 'scientific culture' worth more than 'Slang culture', which contributes to restricting some local cultural expressions and minorities, in return for spreading a 'trivial culture' that presents users' lives as a commodity in exchange for some income.

Online and portable training courses on personal devices have also spread, and the COVID-19 crisis has contributed to promoting distance education. In addition to what the Council recorded in this regard in its annual report 2020, the integrity of the online training courses, the value of their evidence, the technical problems

⁴⁴ <https://www.maroc-hebdo.press.ma/jeux-video-sante-mentale-enfant>

related to access and the dominance of the unframed private sector have a significant impact on the right to education.

Emerging international standards for the protection of human rights within artificial intelligence systems.

From a human rights perspective, regulations include “rules and other processes aimed at moderating individual and organizational behavior in order to achieve established goals” (Australian Human Rights Commission, 2019), and are divided at the national level into three categories:

- Self-regulation: when actors in a particular field organize themselves to develop codes, standards or guidelines that must be voluntarily complied with to address problems identified in that field.
- Co-regulation: when the actors and the government work together to develop strategies and codes to be followed in this field.
- Legal regulation: when legal or regulatory texts require compliance with the rules and/or facilities of monitoring and/or control institutions.

In various fields, the structure of the organization varies according to the adopted approach and the conditions for maturity in the concerned field. For example, in Morocco, and in related fields, the authorities adopt the regulation of communications through legal regulation in accordance with Law 24.96 relating to the post and communications, as changed and supplemented by Law 55.01, which gives the authority to legalize the National Agency for the Regulation of Transportation, while the adoption of self-regulation in the field of press and publishing based on Among the requirements of Law No. 13.90 establishing the National Press Council, which issues its bylaws and the National Charter for Journalism Ethics.

In the field of digital audiovisual communication, the High Authority for Audiovisual Communication in Morocco had organized⁴⁵ at the beginning of 2020 an international forum on “Regulating the media in a digital, mobile and social environment: Adaptation necessities, challenges of reorganization”, in which national and international institutions, technology companies and specialists participated. Recommendations in the direction of self-regulation and co-regulation. International conventions, recommendations of UN organizations, treaty committees and mandate holders do not refer to any best regulatory formula in the field of regulating artificial intelligence to protect human rights.

The United Nations considers⁴⁶, in the words of the High Commissioner for Human Rights, in September 2021, that artificial intelligence technologies can

⁴⁵ <https://maroc-diplomatique.net/haca-conference-a-rabat-sur-la-regulation-des-medias/>

⁴⁶

<https://news.un.org/fr/story/2021/09/1103762#:~:text=%C2%AB%20Les%20technologies%20d'intelligence%20artificielle,'homme%20de%20l'ONU.>

have negative or even catastrophic effects if they are used without adequate consideration of how they affect human rights and that the greater the risks to human rights, the more Legal requirements for the use of artificial intelligence technologies are more stringent. The spokeswoman adds that she wants to assess the risks for the various systems that rely on artificial intelligence, and "since the assessment and consideration of risks may take some time, countries should impose a moratorium on the use of potentially high-risk technologies.

There have been many international initiatives in recent years that aim to think of ways to protect human rights in the field of artificial intelligence. A reference book (Meneceur, 2020) has numbered more than 126 initiatives to establish guidelines for the ethics of artificial intelligence across the world, and experts (Goffi, The importance of cultural diversity in AI ethics, 2020) record that 24% of them In the United States, and 16.7% in the United Kingdom, they also note the "stalemate" of some initiatives, including those related to the issue of cultural diversity, and regret the attempt to impose a Western vision on the rest of the world (Goffi, The importance of cultural diversity in AI ethics, 2020). In this sense, experts note that African countries and Latin America are not present in terms of initiatives outside the scope of international organizations (Anna Jobin, 2019). A new research notes that "'ethics' guidelines, disproportionately from corporations and other interest groups, are also weak on addressing inequalities and discrimination" and that "this exposes an urgent need for action by governments and civil society to develop more rigorous standards and regulatory measures, grounded in international human rights frameworks, capable of holding Big Tech and other powerful actors to account" (Fukuda-Parr & Gibbons, 2021).

The United Nations Secretary-General launched the "Big Data and Artificial Intelligence for Development, Humanitarian Action and Peace" initiative under the name UN Global Pulse⁴⁷. In 2019, UNESCO also launched a "preliminary study on the ethics of artificial intelligence", which worked to propose a set of relevant guidelines, towards the adoption of a normative agreement (COMESTI / UNESCO, 2019), and its Director-General said, in an article on the United Nations portal, that artificial intelligence is The new frontier of humanity .Once that is crossed, a new form of human civilization will emerge. The guiding principle of AI is not to be independent or to replace human intelligence. But we must ensure that it is developed according to a humanistic approach based on values and human rights. We face a crucial question, It is what kind of society we want for tomorrow. The AI revolution is opening up exciting new horizons, but the anthropological and social upheavals it is generating are worth considering

⁴⁷ <https://www.unglobalpulse.org/>

comprehensively. The World Telecommunication Organization held the fourth session of the International Conference on Artificial Intelligence for Good, where its Director-General stated: “The AI for Good Summit is the main platform for the United Nations for a comprehensive dialogue on AI. The Summit identifies practical applications of AI to accelerate progress towards achieving sustainable development goals and promotes collaboration to help these applications achieve global impact” (Houlin Zhao, 2020). In the Global Partnership’s Joint Declaration on Artificial Intelligence, “the founders committed to support responsible development and the use of human-centered AI, while respecting human rights and fundamental freedoms and our shared democratic values, in accordance with the OECD Recommendation on Artificial Intelligence” (Partenariat mondial sur l’IA, 2020).

In addition to governments, UN and international agencies, professionals have also addressed this issue. Indeed, the IEEE Global Initiative on the Ethics of Autonomous and Intelligent Systems has articulated the ambition of this project and its “ethical biased design” standard in a vision to prioritize human well-being with autonomous and intelligent systems.” This text seeks to articulate high-level ethical concerns It applies to all types of autonomous and intelligent systems, regardless of whether they are physical robots (such as medical care robots or unmanned cars) or software systems (such as medical diagnostic systems, robotic personal assistants, or algorithmic discussion bots) (IEEE, 2017). Among the giants of the IT and AI industry⁴⁸, a hundred partners (university experts, industry and NGOs) came together in the Partnership on Artificial Intelligence, which concluded that “we have to think about questions that will help us most in exploring ethical issues.” and the unintended consequences of creating and deploying emotional intelligence and influencing us as a society, we need to ask ourselves together, and if we want to develop and use artificial intelligence It is artificial, we feel it, we recognize it, we influence it, we imitate it”.

In their reports of recent years, the mandate holders of the UN human rights system unanimously address the problems of respecting all human rights in artificial intelligence systems (2018) (مجلس حقوق الانسان، 2018) (مجلس حقوق الانسان، 2019) (مجلس حقوق الانسان، 2019) (مجلس حقوق الانسان، 2016) (مجلس حقوق الانسان، 2016) (مجلس حقوق الانسان، 2018) (مجلس حقوق الانسان، 2018) (مجلس حقوق الانسان، 2020). The most important recommendations in this regard can be summarized as follows:

Recommendations for States:

⁴⁸ <https://www.partnershiponai.org/>

- Enhancing and facilitating access to digital technology and bridging the digital divide, and not imposing restrictions on its use to exercise various rights and freedoms.
- Preparing and publishing reports on transparency that summarize all of its interactions with technology companies related to human rights.
- The optimal implementation of its duties to protect from the violation of rights and freedoms by business enterprises by taking appropriate steps to prevent, investigate, punish and redress such violations through effective policies, legislation, regulations and judicial rulings; These laws should only be adopted after an inclusive participatory process of consultations with all stakeholders.

Recommendations for digital technology companies:

- The need for companies to exercise due diligence in observing human rights in order to identify, mitigate and confront violations of rights and freedoms, including by:
 - Conducting impact assessments on human rights when developing or modifying its products and services. The impact assessment process should always include consultations with civil society actors and other experts and be endorsed by an accredited external third party with human rights expertise;
 - Incorporate the results of impact assessments by taking the necessary steps to: Increase knowledge and awareness of rights and freedoms, by providing training and issuing guidelines for management, employees and other business-related actors...and support research and development of appropriate technological solutions to harassment, disinformation, and online propaganda.

Finally, we adopted an approach based on the analysis of 84 documents containing guidelines (issued by various bodies) and categorized the principles contained in coherent groups that allow to enumerate the percentage of their presence in these documents. These guidelines concern topics that should be considered in the design and use of systems based on artificial intelligence, based on a human rights-based approach, and the table below summarizes the results of this analysis (Bensalah, Toward an ethical code of AI and human rights in Morocco, 2021):

Ethical principles	Occurrence	Themes
Transparency	86,90%	Transparency, explainability, understandability, interpretability, communication, disclosure, demonstration
Justice and equity	80,95%	Justice, equity, coherence, inclusion, equality, equity, (non-) prejudice, (non-) discrimination, diversity, plurality, accessibility, reversibility, remedy, redress, challenge, access and distribution
Non Maleficence	71,43%	Non-maleficence, security, safety, damage, protection, precaution, prevention, integrity (bodily or mental), non-subversion
Responsibility	71,43%	Responsibility, accountability, compliance, act with integrity
Privacy	55,95%	Confidentiality, personal or private data
Beneficence	48,81%	Benefits, beneficence, well-being, peace, social good, common good
Freedom and autonomy	40,48%	Freedom, autonomy, consent, choice, self-determination, liberty, empowerment
Trust	33,33%	Trust

Sustainability	16,67%	Sustainability, environment (nature), energy, resources (energy)
Dignity	15,48%	Dignity
Solidarity	7,14%	Solidarity, social security, cohesion

An action plan proposal for an artificial intelligence that respects human rights.

Determination of actions and criteria.

To determine the actions, we noted the recommendations (the most recurrent) formulated by: the National Institution of Human Rights INDH of Morocco (المجلس الوطني لحقوق الانسان، 2020) (المجلس الوطني لحقوق الانسان، 2021) (المجلس الوطني لحقوق الانسان، 2021), the special rapporteurs of the UN in relation to the subject, the agencies of the UN, etc. The list of actions is as follows:

1. Opening a broad public debate, with the participation of all stakeholders, actors and stakeholders, on the occasion of reviewing current laws, or those required by practice, and related to rights and freedoms on the one hand, and artificial intelligence systems on the other.
2. Taking into consideration international conventions, emerging standards in the field of technology and human rights, the results and recommendations of this study, as well as the enormous potential provided by artificial intelligence, in an accidental way, when developing and updating laws and enacting public policies.
3. Engage in multilateral international initiatives, or those organized by UN agencies and agencies, on artificial intelligence and human rights. Preparing and enacting a national strategy, with the participation of all concerned parties, to develop artificial intelligence in Morocco to ensure respect for rights and freedoms in accordance with relevant constitutional and international standards and to develop national added value in the international technological production chain.
4. Work by all possible means to bridge the digital divide, enhance ways for everyone to benefit from the benefits of technology and artificial intelligence, and leave no one behind.
5. Motivate actors and business enterprises in the field of artificial intelligence technology to develop self-regulatory rules and a charter of ethics respecting human rights and urging them to respect due diligence in this

field, in accordance with international standards and relevant United Nations guidelines.

6. Working on sensitization and communication with citizens, especially those with a “digital vulnerability” (children, people with disabilities, the elderly ...), about benefiting from artificial intelligence applications and limiting its effects and violations of basic rights and freedoms, with a focus on that International and constitutional conventions are also effective in the digital sphere as well as outside it.
7. Conducting a comprehensive assessment of all uses of artificial intelligence in public services, studying the reduction of the risks of human rights violations, and immediately stopping every use of artificial intelligence systems inconsistent with international law of rights and freedoms.
8. Taking into account the values of a democratic society, and the “emerging model of freedoms” (as defined by the CNDH in its annual report 2019 (2020 (المجلس الوطني لحقوق الانسان، 2020)), working to respect human rights in artificial intelligence, and to issue periodic reports on this that could include:
 - Data on combating disinformation, propaganda, digital crime and all risks of human rights violations in artificial intelligence systems.
 - Data on transparency summarizing their overall interactions with technology companies, including the steps taken to enforce their respect for due diligence and motivate them to self-regulate and establish a charter of ethics for artificial intelligence.
 - Data on the uses of artificial intelligence in public services and impact and evaluation studies related to human rights.
 - Data on strengthening the capabilities of public officials in the field of human rights protection within artificial intelligence systems.
9. Enhancing the roles of judicial and non-judicial mechanisms that allow citizens to have effective and accessible remedies for violations of their rights and freedoms in connection with artificial intelligence systems.
10. Appointing an institution or public administration entrusted with coordination in the field of artificial intelligence, and among its tasks:
 - Preparing a national strategy in the field of artificial intelligence.
 - Coordination between the various institutional stakeholders.
 - Embracing and accompanying the discussion of all stakeholders, with the involvement of all stakeholders, for the purpose of preparing and adopting an ethical charter for artificial intelligence in Morocco.
 - Coordinating and embracing cooperation, partnership and normative issues with national and international technology companies.

Presentation of survey results.

We asked the actors of digital technologies & artificial intelligence (75%) and human rights (25%) to fill in the table of actions by assigning a score for each action according to each criterion.

The compiled results of the average ratings (notation 0-4; 40 specialists who participated in the survey) are summarized in the table below:

Actions	1	2	3	4	5	6	7	8	9	10
Criteria										
a	3,6	3,2	3,4	2,7	3,2	3,4	2,8	3,7	1,8	3,7
b	3,5	2,4	2,4	3,5	3,1	2,9	3,4	2,1	3,8	2,1
c	3,2	2,6	1,8	2,1	2,1	2,6	2,1	2,3	1,8	2,3
d	3,4	2,7	3,7	2,7	3	2,3	3	2,9	3,7	3,5
e	3,1	3,5	3,8	2,6	3,4	3,2	3,4	3,2	2,4	3,2
f	3,2	2,4	2,1	2,9	3,5	2,7	3,1	1,8	1,3	3,1
g	2,9	2,1	1,6	3,1	2,4	3,4	2,5	2,4	3,2	1,7
h	3,8	3,7	3,7	3,4	3,6	3,7	3,7	3,7	3,6	3,8
i	2,5	3,6	3	1,8	2,1	2,1	1,8	3,7	2	3
j	2,1	2	2,6	3,4	2,4	2,3	1,6	1,2	1,8	1,2
k	1,8	1,9	3,4	3,8	3,6	3,5	1,1	1,7	2	1,2

Sum	33,1	30,1	31,5	32	32,4	32,1	28,5	28,7	27,4	28,8
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We also asked survey participants to give weight to the criteria:

Criteria	Weight of criteria	Standard weights
a	9,80	0,14
b	8,70	0,13
c	3,75	0,06
d	4,20	0,06
e	7,80	0,11
f	3,80	0,06
g	7,40	0,11
h	9,20	0,14
i	6,75	0,10
j	3,40	0,05
k	3,25	0,05

In application of the multi-criteria method, we obtain the action plans (by priority) from the survey conducted:

1. Taking into account the values of a democratic society, and the “emerging model of freedoms” (as defined by the CNDH in its annual report 2019 (2020 (المجلس الوطني لحقوق الانسان، 2020)), working to respect human rights in artificial intelligence, and to issue periodic reports on this that could include:
 - Data on combating disinformation, propaganda, digital crime and all risks of human rights violations in artificial intelligence systems.
 - Data on transparency summarizing their overall interactions with technology companies, including the steps taken to enforce their respect for due diligence and motivate them to self-regulate and establish a charter of ethics for artificial intelligence.
 - Data on the uses of artificial intelligence in public services and impact and evaluation studies related to human rights.
 - Data on strengthening the capabilities of public officials in the field of human rights protection within artificial intelligence systems.
2. Conducting a comprehensive assessment of all uses of artificial intelligence in public services, studying the reduction of the risks of human rights violations, and immediately stopping every use of artificial intelligence systems inconsistent with international law of rights and freedoms.
3. Appointing an institution or public administration entrusted with coordination in the field of artificial intelligence, and among its tasks:
 - Preparing a national strategy in the field of artificial intelligence.
 - Coordination between the various institutional stakeholders.
 - Embracing and accompanying the discussion of all stakeholders, with the involvement of all stakeholders, for the purpose of preparing and adopting an ethical charter for artificial intelligence in Morocco.
 - Coordinating and embracing cooperation, partnership and normative issues with national and international technology companies.
 - Defining the desired priorities in innovation and scientific research at the national level.
4. Taking into consideration international conventions, emerging standards in the field of technology and human rights, the results and recommendations of this study, as well as the enormous potential provided by artificial intelligence, in an accidental way, when developing and updating laws and enacting public policies.

5. Enhancing the roles of judicial and non-judicial mechanisms that allow citizens to have effective and accessible remedies for violations of their rights and freedoms in connection with artificial intelligence systems.
6. Opening a broad public debate, with the participation of all stakeholders, actors and stakeholders, on the occasion of reviewing current laws, or those required by practice, and related to rights and freedoms on the one hand, and artificial intelligence systems on the other.
7. Working on sensitization and communication with citizens, especially those with a “digital vulnerability” (children, people with disabilities, the elderly ...), about benefiting from artificial intelligence applications and limiting its effects and violations of basic rights and freedoms, with a focus on that International and constitutional conventions are also effective in the digital sphere as well as outside it.
8. Engage in multilateral international initiatives, or those organized by UN agencies and agencies, on artificial intelligence and human rights. Preparing and enacting a national strategy, with the participation of all concerned parties, to develop artificial intelligence in Morocco to ensure respect for rights and freedoms in accordance with relevant constitutional and international standards and to develop national added value in the international technological production chain.
9. Motivate actors and business enterprises in the field of artificial intelligence technology to develop self-regulatory rules and a charter of ethics respecting human rights and urging them to respect due diligence in this field, in accordance with international standards and relevant United Nations guidelines.
10. Work by all possible means to bridge the digital divide, enhance ways for everyone to benefit from the benefits of technology and artificial intelligence, and leave no one behind.

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