



UNITED STATES
CONSUMER PRODUCT SAFETY COMMISSION
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BETHESDA, MD 20814

This document has been electronically
approved and signed.

DATE: July 8, 2020

BALLOT VOTE SHEET

TO: The Commission
Alberta E. Mills, Secretary

THROUGH: John G. Mullan, General Counsel
Mary T. Boyle, Executive Director

FROM: Hyun S. Kim, Acting Assistant General Counsel
David M. DiMatteo, Attorney, OGC

SUBJECT: Federal Register Notice: CPSC Artificial Intelligence Forum

BALLOT VOTE DUE Tuesday, July 14, 2020

The Office of the General Counsel (OGC) is forwarding a draft *Federal Register* Notice for Commission consideration, titled, "CPSC Artificial Intelligence Forum," announcing the details of the Forum via CPSC webinar. CPSC staff is hosting an Artificial Intelligence Forum to collect information on the consensus standard, certification, and product specification efforts associated with products using artificial intelligence and related technologies. The information collected from the Forum will assist staff in making recommendations for improving the safety of consumer products that include this technology. The Forum was directed by the Commission in the Fiscal Year 2020 Operating Plan as Milestone 20.

Please indicate your vote on the following options:

- I. Approve publication of the attached document in the *Federal Register*, as drafted.

(Signature)

(Date)

II. Approve publication of the attached document in the *Federal Register*, with the specified changes:

(Signature)

(Date)

III. Do not approve publication of the attached document in the *Federal Register*.

(Signature)

(Date)

IV. Take other action specified below:

(Signature)

(Date)

Attachment: Draft *Federal Register* Notice: “CPSC Artificial Intelligence Forum”

[Billing Code 6355-01-P]

CONSUMER PRODUCT SAFETY COMMISSION

[CPSC Docket No. CPSC-2020-XXXX]

CPSC Artificial Intelligence Forum

AGENCY: Consumer Product Safety Commission.

ACTION: Announcement of meeting.

SUMMARY: Consumer Product Safety Commission (CPSC) staff is holding a Forum on artificial intelligence (AI) and related technologies. CPSC staff invites interested parties to attend or participate in the AI Forum via webinar.

DATES: The AI Forum will be held from 9 a.m. to 4 p.m. Eastern Standard Time (EST) on Thursday, September 17, 2020, via webinar. All attendees should pre-register for the webinar. Individuals interested in serving on panels or presenting information at the Forum should register by August 5, 2020. All other individuals who wish to attend the Forum should register by August 29, 2020.

ADDRESSES: The Forum will be held via webinar. Attendance is free of charge. Persons interested in serving on a panel, presenting information, or attending the Forum should register online at: <https://attendee.gotowebinar.com/register/6413268114162594828> and fill in the information. After registering you will receive a confirmation email containing information about joining the webinar. Detailed instructions for the webinar participants and other interested parties will be made available on the CPSC website on the public calendar:

<https://cpsc.gov/newsroom/public-calendar>.

FOR FURTHER INFORMATION CONTACT: Patricia K. Adair, Office of Hazard Identification and Reduction, 4330 East-West Highway, Bethesda, MD, 20814; telephone 301-504-7335; email: padair@cpsc.gov.

SUPPLEMENTARY INFORMATION:

CPSC staff is hosting an AI Forum to collect information on the consensus standard, certification, and product specification efforts associated with products using AI and related technologies. The information collected from the Forum will assist staff in making recommendations for improving the safety of consumer products that include this technology.

I. Background

A. Artificial Intelligence and Related Technologies

“Artificial intelligence” is defined as any method for programming computers to enable them to carry out tasks or behaviors that would require intelligence if performed by humans.¹ Although artificial general intelligence, which promises to provide general-purpose (instead of purpose-built) intelligence systems is not yet available, there are some related technologies, such as machine learning (ML) that can approximate some aspects of intelligence.² “Machine learning” is defined as an iterative process of exposure of a model or algorithm to data sets that “train” a machine or system to learn and detect patterns and/or perform tasks, such as prediction or decision making. Additional related technologies are data mining, an unsupervised learning technique focused on the analysis of large data sets, and artificial neural networks, a system modeled to mimic the brain with simulated neurons that can handle very complex tasks, such as facial and speech recognition.

¹ <https://www.nap.edu/catalog/25021/the-frontiers-of-machine-learning-2017-raymond-and-beverly-sackler>.

² Ian Goodfellow Yoshua Bengio Aaron Courville, *Deep Learning* (Adaptive Computation and Machine Learning series), (MIT Press, 2016), 1.

B. Potential Uses of AI in Consumer Products and for Improving Consumer Product Safety

CPSC staff has seen consumer products marketed with claims of AI inclusion.

Children’s toys, residential appliances, and recreational products are being marketed touting the use of AI and related technologies to improve product efficacy and consumer experience.

Although there are opportunities to improve safety, there may be hazards associated with the addition of these technologies, as well.

AI and related technologies have the potential to dramatically change the nature of consumer products, with important ramifications for CPSC’s responsibilities. In particular, products with artificial intelligence or machine learning would be learning from the consumer and from the operational environment for the product. While adapting to consumer preferences has the potential to make significant strides in areas such as product customization and feature enhancement, this occurs through evolution of the product after delivery to the consumer, resulting in significant ramifications for the manufacturer’s control of the product experience. Additionally, operation of the AI-enabled product may not be well-understood, particularly for those using Genetic Algorithms and other Evolutionary AI techniques. Combined, changes to the product after purchase may impede CPSC’s ability to replicate observed hazards, creating challenges for compliance investigations and for standards development.

C. Relevant Voluntary Standards

Consensus standards related to AI are being developed for areas that likely will relate to informing consumer product safety standards. AI standards in the automotive, aerospace, and defense industries are leading the way, and knowledge from these efforts may be valuable in consumer product standard development.

II Forum Topics

The Artificial Intelligence Forum will cover existing and proposed consensus standards, certifications, testing methods, product specifications, best practices, and similar guidance for AI and related technologies. CPSC staff is interested in obtaining information that will inform the agency's safety efforts for consumer products that use these technologies, including the best way to provide guidance to manufacturers and importers of consumer products with AI and to test products using AI for safety.

III. Forum Details

A. Forum Time and Place

CPSC staff will hold the Forum from 9 a.m. to 4 p.m. EST on Thursday, September 17, 2020, via webinar.

B. Forum Registration

If you would like to make a presentation at the Artificial Intelligence Forum, or you wish to be considered as a panel member for a specific topic or topics, you should register online by August 5, 2020. (*See the **ADDRESSES** portion of this document for the website link and instructions on where to register.*) If you would like to attend the Forum, but you do not wish to make a presentation or participate on a panel, please register online by August 29, 2020.

When registering online, please indicate whether you would like to serve on a panel or make a presentation, and if so, submit to the email provided, an abstract of your topic of less than one page. Staff will select panelists and individuals to make presentations at the Forum, based on considerations such as: the submitted abstract information, the individual's demonstrated familiarity or expertise with the topic to be discussed, the practical utility of the information to be presented, and the individual's viewpoint or ability to represent certain interests (such as large

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manufacturers, small manufacturers, consumer advocates, and consumers). Staff would like the presentations to represent and address a wide variety of stakeholders and interests.

Although staff will make an effort to accommodate all persons who wish to make a presentation, the time allotted for presentations will depend on the agenda and the number of persons who wish to speak on a given topic. Staff recommends that individuals and organizations with common interests consolidate or coordinate their presentations, and request time for a joint presentation. If you have any questions regarding participating in the Forum, or you wish to make a presentation during the Forum, you should email an electronic version of your presentation to Patricia K. Adair, padair@cpsc.gov; telephone: 301-504-7335, by August 5, 2020. Staff will notify those who are selected to make a presentation or participate in a panel at least 2 weeks before the Forum.

Dated: _____

Alberta E. Mills, Secretary,
U.S. Consumer Product Safety Commission