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GLOBALISATION AND REGULATION OF ARTIFICIAL INTELLIGENCE: CHALLENGES, ETHICAL PRINCIPLES AND PERSPECTIVES

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Introduction. The globalisation of artificial intelligence (AI) is striking in its dynamism. Starting in the mid-20th century as a computing technology, AI has evolved into a multifunctional system capable of creating intelligent agents. They perform tasks autonomously, observing the environment and interacting with it, including simplifying everyday tasks. With the growth of AI functions and capabilities, the issue of regulation has arisen to ensure its safe and ethical use.

The purpose of this study is to analyse international initiatives in the field of AI regulation, including the activities of UNESCO and the European Union, and to assess the prospects for creating a global regulatory framework for effective regulation.

Materials and Methods. The research methodology is based on a comprehensive analysis of regulations, recommendations and official documents developed by international organisations such as UNESCO and the European Union. Secondary sources were used, including academic articles, reports and expert publications. The comparative analysis of approaches to AI regulation focuses on the ethical aspects, risks and benefits arising from the implementation of these mechanisms.

Results. Currently, AI regulation is carried out through separate initiatives, as there is no single global centre for addressing AI integrity and ethics. Since 2022, international organisations have been actively implementing their programmes at the official level aimed at

promoting the principles of regulation and responsible use of AI by ordinary users, businesses, and authorities.

In the first place, during the UNESCO General Conference in November 2019, the United Nations (the UN) commissioned the organisation to develop non-binding recommendations on the ethics of AI – the UNESCO Recommendation on the Ethics of Artificial Intelligence. The UN provided a platform for coordination and joint input through the High Level Committee on Programmes. The adoption of the recommendations became the basis for the creation of 10 principles of ethical use of AI: avoidance of harm, purposefulness, security, equity, sustainable development, privacy, human autonomy, transparency, accountability, and inclusiveness and participation.In the second place, another important milestone in the development of AI regulation was the adoption of the AI Act by the European Parliament (the EU) in 2023. This regulation classifies AI systems according to the degree of risk. Particular attention is paid to high-risk applications, such as remote biometric identification, which are subject to strict regulatory requirements.

Additionally, the EU has integrated the provisions of the General Data Protection Regulation to ensure adequate protection of personal data in the context of AI systems, striking a balance between innovative technologies and human rights protection. This approach reinforces the EU's position as a global leader in shaping ethical and secure standards for the regulation of artificial intelligence by 2024.

Despite advancements in AI regulation, current measures remain insufficient. Elazar Yudkowsky emphasizes the complexity of the issue, stating, ‘It is a large ask to get an unprecedented scientific and engineering challenge correct on the first critical try.' He advocates for the establishment of an international coalition to prohibit large-scale AI training runs, supported by rigorous and extraordinary enforcement mechanisms.

Conclusion. The rapid global expansion of artificial intelligence underscores the urgent need for a unified legal and regulatory framework to tackle ethical and security issues. This study emphasizes key international efforts, including UNESCO's development of ethical guidelines and the European Union's adoption

of the Artificial Intelligence Act. These initiatives aim to balance innovation with the protection of human rights and public welfare. However, despite these advancements, current efforts remain fragmented, highlighting the necessity for a cohesive global coalition to ensure the responsible development and use of AI. By fostering international collaboration and aligning diverse regulatory approaches, the global community can better navigate the unprecedented complexities of AI and its far-reaching impact on humanity.

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Key words: Artificial Intelligence,Artificial Intelligence Regulation, Ethics of Artificial Intelligence, International cooperation, AI risks.