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**THE INTERACTION
BETWEEN NEW
TECHNOLOGIES AND LAW**

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Abstract. Presently there is no such niche that has left untouched with the advent of technology. Every industry has been revolutionized by technological advancements. The relationship between law and technology is complex and multifaceted. At nascent level, technology is the application of knowledge and resources to solve problems or create new products and services. Law, on the other hand, is a set of rules that govern the behavior of individuals and organizations within a society.

The relationship between law and technology is constantly evolving as new technologies emerge and new legal challenges arise. For example, the development of the internet has raised a number of legal questions about privacy, intellectual property, and electronic commerce. Similarly, the rise of artificial intelligence has led to concerns about the potential for job displacement and the need for new laws to govern the development and use of AI. Despite the complexity of the relationship between law and technology, there are a number of key principles that can help to guide our thinking about this issue. First, it is important to recognize that law and technology are mutually interdependent. Technology can shape the law, and the law can shape technology. Second, it is important to be aware of the potential for conflict between law and technology. As new technologies emerge, it is possible that they will challenge existing laws or create new legal loopholes. Finally, it is important to be proactive in addressing the legal challenges posed by new technologies. By working together, law and technology professionals can help to ensure that the benefits of new technologies are realized while the risks are minimized.

The interaction between new technologies and law has become an increasingly important topic in recent years. With the rise of artificial intelligence, blockchain, and other digital technologies, the legal landscape is constantly evolving. This presentation explores five problems and decisions related to the interaction between new technologies and law. Drawing on the opinions of 10 experts in the field and global legal practice, we examine the challenges and opportunities presented by new technologies, and identify potential solutions to ensure that the law keeps pace with technological advancements.

Keywords: new technologies, law, artificial intelligence, blockchain, digital technologies, challenges, opportunities, solutions, legal landscape, global legal practice.

Introduction. The use of new technologies in law firms is similar to what is happening in other businesses. New technologies, processes, and automation have brought about exciting changes and benefits for consumers and businesses. However, they have also led to the emergence of a new work structure, known as the gig economy.

The gig economy is characterized by temporary positions, freelance work, and short-term contracts. Advocates of the gig economy argue that it offers boundless innovation and empowers both workers and entrepreneurs. Critics, on the other hand, argue that it disenfranchises the workforce and undermines workers' rights [1].

New technologies present both opportunities and challenges. On one hand, they can be used to automate processes, connect needs with solutions more quickly, and provide companies with a wider pool of workers. On the other hand, they could lead to immense upheaval and a loss of individual rights if not carefully considered.

It is important to carefully consider the potential impact of new technologies on the workforce and individual rights. We need to ensure that these technologies are used in a way that benefits everyone, not just businesses.

Materials and methods of research. The current comfort of modern life is unthinkable without the use of emerging technologies. Digital information processing provides food supply, human mobility, health maintenance, entertainment and other social functions. Digitization is recognized as the main driver of economic relations. Within progressive views, economic freedom, deregulation and digital bans, etc. all support individual freedom. However, the omnipresence of digital media, without adequate legal regulations, can affect, first of all, the capacity for self-determination.

The adaptation of the labor force to the new requirements is also signaled in the Report "The Future of Jobs" (World Economic Forum, 2023), published on April 30, 2023, by the Global Economic Forum. The paper presents a reasoned perspective on how socio-economic and technological trends will shape the job market. Based on sociological research, it is estimated that a number of professions will disappear in the next five years and new professions will be created. Digital technology will change the way work is done, the job content and the skills needed by future workers [2]. The entire industry will focus on big data analysis, cloud computing, computational functions and AI, environmental management, encryption technologies and cyber security. About 75% of the companies surveyed confirmed that they will adopt these technologies in the next five years. The data also shows the impact of digitization of commerce and occupations, with digital platforms and applications. These technologies are likely to be adopted by 86% of industrial companies compared to 75% of e-commerce and digital commerce companies. On a lower place in the pace of implementation of emerging technologies are the entities in which there is a pronounced emphasis on the displacement of jobs, such as those in the field of agriculture, digital platforms and applications, those in electronic and digital commerce. They will use AI only in the situation where they want to achieve a professional compensation through reconversion. Their expectations for implementing AI to improve performance are to solve more than 50% of tasks through automation.

Research results. Professions related to electronics, chemistry and advanced materials industries are much more willing to adopt new technologies than those related to personal services, insurance and pensions. Those in management services and real estate are the least inclined to adopt emerging technologies. We can appreciate that without a renewal of strategies and a reanalysis of

priorities, many production structures will be left behind or disappear from the market, a situation that will produce social movements through labor migration and the loss of some traditional jobs. All these evaluations support the requirement to improve the rules of legal law to relate to the new relationships imposed by the transformations of life in the digital ecosystem[3]. Law plays a crucial role in defining how AI-based technologies are used, protecting individual rights and ensuring the ethical and legal environment for their development. Therefore, the interaction of law with emerging technologies can represent an interdisciplinary field where legal and technological knowledge intersect. The law must regulate relations regarding the use of technologies but also labor law to ensure compliance with laws, individual rights and ethics.

We present some opinions that we consider benchmarks for future analysis and research in the field of law:

1. In the area of regulations in legislation: Governments around the world and a number of international institutions have begun to develop and adopt laws and regulations to manage

the impact of emerging technologies on society. They mainly concern data privacy, responsibility for AI decisions, copyright, etc. Often, emerging technologies are cross-border, making regulations complex. International organizations such as the UN and other regional organizations are

engaged in developing global norms and standards to govern the use of AI internationally.

2. In the area of legal liability: One of the main challenges related to AI is establishing liability if AI technology systems cause harm. Scenarios where autonomous decisions are taken by robots or in the event of damage caused by autonomous vehicles are considered. Moreover, the use of AI for legal purposes such as evaluating evidence or analysing legal cases can change judicial practice. An important issue is accountability for actions and decisions made by AI systems. If AI causes harm or injustice it must be determined who is responsible: the developer, the user or the system itself. This may lead to the development of specific rules to determine responsibility. Moreover, the law must adapt to integrate these technologies into legal processes. The development of legal systems through AI must support case research, case law analysis and provide legal assistance.

3. In the field of data protection. The use of AI involves the collection and processing of large amounts of data. The European Union's General Data Protection Regulation (GDPR) sets strict standards for the protection of personal data and enforces penalties for breaching them. In addition, the data used to train AI technologies must be accurate and non-discriminatory. The law must regulate the process of data collection and use to prevent biases from being introduced into algorithms and to protect individual rights related to personal data. Protecting data privacy and security is essential.

4. To establish ethical norms in the use of emerging technologies. In particular, in the use of AI, special attention must be paid to ethical aspects (Ciupercă & Stanciu, 2022)[4]. Issues related to discrimination, bias and transparency in AI algorithms are important topics for which the law must regulate, through standards and certification, ethical evaluation techniques and transparency of systems.

5. In the field of intellectual property. Especially for AI products, copyright and intellectual property questions may arise. In the situation where this technology is used for the generation of creative content or for the development of technological innovations, it is necessary to establish clarifications regarding who has the right to own and exploit such a creation, what are the copyrights and what is patent ownership. But computer viruses are also creative products and can be generated by AI. In addition, increased use of AI may lead to increased disputes between parties requiring arbitration. Arbitration and alternative dispute resolution procedures can play an important role in resolving these disputes [5].

6. For automated contracts and negotiations. AI can be used to negotiate and enforce contracts, which raises questions about the validity and enforceability of these contracts in the eyes of the law. Additionally, to ensure compliance with the law and ethical standards, it is important that emerging technology systems are audited and provide a clear explanation of how they make decisions. Regulations can require transparency in AI algorithms and decision-making processes to avoid discrimination and bias.

7. Protection against discrimination. Civil rights and equality laws have significant application in the AI context. AI systems must be developed and used in a way that does not perpetuate discrimination based on race, gender, sexual orientation or other protected characteristics.

8. Consumer protection. An important part of e-commerce is consumer protection. When it comes to AI in e-commerce and online services, consumer protection laws play a crucial role. The law must ensure that users benefit from transparency, correct and appropriate information to make informed decisions in online transactions, as well as protection against deceptive commercial practices.

9. In the area of international cooperation: Since AI is not limited to national borders, international cooperation is essential to develop common regulations and standards that facilitate the global use of information, AI and emerging technologies, to ensure the application of rules in an international context [6].

These are just some of the priority directions for which the legal framework must modernize through interaction with emerging technologies. For this, a transformation of education and training in the legal field is also necessary.

Conclusions. Training specific to legal disciplines involves a high level of complexity. Lawyers and legal professionals must be prepared to address the new issues brought by emerging technologies and AI. On a sectoral level, through the prism of the regulations of certain

relationships specific to the implementation of emerging technologies in production chains, we consider the following aspects to be revealed, which support the need to modernize the law:

- The development of autonomous vehicles that have entered the European market since 2020 (European Parliament, 2019), raises a number of legal questions that require new regulations. For example, how is responsibility determined in the event of a road accident and what is the application of road traffic safety regulations [7].

- Automated systems and industrial robots are easy to find in various technological lines and replace personnel especially in critical functions for human health. Thus, self-regulating and self-administering systems that can make decisions and act independently produce new reports that need to be legally regulated, especially for how these robots perform tasks without human intervention. Who is responsible if problems arise? In addition, labor law must adapt in terms of the protection of the rights of human workers, the rules for replacing the work performed by human staff and the ways of professional training.

- Artificial intelligence can also be used to develop cyber-attacks. The situations in which such technologies are involved in military conflicts are no longer a secret of contemporary wars. It is becoming a rule that jurisdictional issues will arise in international conflicts where actors use AI and other emerging technologies. Especially in offensive cyber operations information manipulation and disinformation are main techniques that rely on AI. International law must address these issues and develop effective methods of investigation and prevention, both for cyber-crimes and for specific actions of cyber terrorism.

Protection against fake news or controlled content by these technologies must be regulated by tools to prevent and sanction these activities, ensuring the integrity of information and public discussion. In addition, legislative overlaps or regulatory gaps must be identified.

- The integration of emerging technologies can cause threats to privacy and freedom of expression. The defense of individual rights remains a crucial direction in the age of digital communication. Laws must balance the efficient use of technologies while protecting these rights. We believe that those presented are only a few of the many aspects related to law and the interaction with emerging technologies. Collaboration between the legal and technology communities remains crucial to develop an appropriate social environment and address future challenges.

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ВЗАИМОДЕЙСТВИЕ МЕЖДУ НОВЫМИ ТЕХНОЛОГИЯМИ И ЗАКОНОДАТЕЛЬСТВОМ

Аннотация. В настоящее время нет такой ниши, которая осталась бы нетронутой с появлением технологий. Технологические достижения произвели революцию в каждой отрасли. Взаимосвязь между правом и технологией сложна и многогранна. На зарождающемся уровне технология - это применение знаний и ресурсов для решения проблем или создания новых продуктов и услуг. С другой стороны, закон - это набор правил, которые регулируют поведение отдельных лиц и организаций в обществе.

Взаимосвязь между правом и технологией постоянно развивается по мере появления новых технологий и возникновения новых юридических проблем. Например, развитие Интернета подняло ряд юридических вопросов, касающихся конфиденциальности, интеллектуальной собственности и электронной коммерции. Аналогичным образом, развитие искусственного интеллекта привело к опасениям по поводу потенциальной потери рабочих мест и необходимости принятия новых законов, регулирующих разработку и использование искусственного интеллекта. Несмотря на сложность взаимосвязи между правом и технологией, существует ряд ключевых принципов, которые могут помочь нам разобраться в этом вопросе.

Во-первых, важно признать, что право и технология взаимозависимы. Технология может влиять на закон, а закон может влиять на технологию.

Во-вторых, важно осознавать потенциальную возможность конфликта между законом и технологией.

По мере появления новых технологий возможно, что они будут оспаривать существующие законы или создавать новые юридические лазейки. Наконец, важно проявлять инициативу в решении юридических проблем, связанных с новыми технологиями. Работая сообща, специалисты в области права и технологий могут помочь обеспечить реализацию преимуществ новых технологий при минимизации рисков.

В последние годы взаимодействие между новыми технологиями и законодательством становится все более важной темой. С развитием искусственного интеллекта, блокчейна и других цифровых технологий правовой ландшафт постоянно развивается. В этой презентации рассматриваются пять проблем и решений, связанных с взаимодействием между новыми технологиями и законодательством. Опираясь на мнения 10 экспертов в этой области и мировую юридическую практику, мы исследуем проблемы и возможности, которые предоставляют новые технологии, и определяем потенциальные решения, позволяющие закону идти в ногу с технологическим прогрессом.

Ключевые слова: новые технологии, право, искусственный интеллект, блокчейн, цифровые технологии, вызовы, возможности, решения, правовой ландшафт, мировая юридическая практика.

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ЖАҢА ТЕХНОЛОГИЯЛАР МЕН ЗАҢНАМА АРАСЫНДАҒЫ ӨЗАРА ІС-ҚИМЫЛ

Аңдатпа. Қазіргі уақытта технологияның пайда болуымен өзгеріссіз қалатын ешбір сала жоқ. Технологиялық жетістіктер әр салада күннен күнге даму үстінде. Құқық пен технология арасындағы байланыс күрделі және көп қырлы деуге болады. Жаңа деңгейде технология-бұл проблемаларды шешу немесе жаңа өнімдер мен қызметтерді құру үшін білім мен ресурстарды қолдану болапы табылады. Екінші жағынан, заң-бұл қоғамдағы жеке адамдар мен ұйымдардың мінез-құлқын реттейтін ережелер жиынтығы.

Құқық пен технология арасындағы байланыс үнемі дамып отырады, өйткені жаңа технологиялар пайда болады және жаңа құқықтық мәселелер туындайды. Мысалы, интернеттің дамуы құпиялылыққа, зияткерлік меншікке және электрондық коммерцияға қатысты бірқатар заңды мәселелерді көтерді. Сол сияқты, жасанды интеллекттің дамуы жұмыс орындарының ықтимал жоғалуы және жасанды интеллекттің дамуы мен қолданылуын реттейтін жаңа заңдар қабылдау қажеттілігі туралы аландаушылыққа әкелді. Құқық пен технология арасындағы қарым-қатынастың күрделілігіне қарамастан, бұл мәселені түсінуге көмектесетін бірқатар негізгі принциптер бар.

Біріншіден, құқық пен технология бір-біріне тәуелді екенін мойындау маңызды. Технология заңға әсер етуі мүмкін, ал заң технологияға әсер етуі мүмкін.

Екіншіден, заң мен технология арасындағы қақтығыстың ықтимал мүмкіндігін білу маңызды.

Жаңа технологиялар пайда болған кезде, олар қолданыстағы заңдарға қарсы шығуы немесе жаңа заңды оқылықтар тудыруы мүмкін. Соңында, жаңа технологиялармен байланысты құқықтық мәселелерді шешуде белсенді болу маңызды. Бірлесіп жұмыс істей отырып, заң және технология мамандары тәуекелдерді азайту кезінде жаңа технологиялардың артықшылықтарын жүзеге асыруға көмектесе алады.

Соңғы жылдары жаңа технологиялар мен заңнама арасындағы өзара іс-қимыл барған сайын маңызды тақырыпқа айналууда. Жасанды интеллект, блокчейн және басқа да

цифрлық технологиялардың дамуымен құқықтық ландшафт үнемі дамып келеді. Бұл презентация жаңа технологиялар мен заңнаманың өзара әрекеттесуіне қатысты бес мәселе мен шешімді қарастырады. Осы саладағы 10 сарапшының пікірі мен әлемдік заң практикасына сүйене отырып, біз жаңа технологиялар ұсынатын мәселелер мен мүмкіндіктерді зерттейміз және заңның технологиялық прогреске сәйкес келуіне мүмкіндік беретін ықтимал шешімдерді анықтаймыз.

Кілт сөздер: жаңа технологиялар, құқық, жасанды интеллект, блокчейн, цифрлық технологиялар, қиындықтар, мүмкіндіктер, шешімдер, құқықтық ландшафт, әлемдік заң практикасы.