

# The role of empathy for the perception of threats regarding the use of personal data by AI devices

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## **Abstract**

AI devices and robots have become a common presence in our everyday life contributing to an increased quality of life for individuals. One premise for the optimal functioning of AI devices is the use of personal information and data about the individual. In this sense it is important to determine the constructs which impact the threats related to data sharing and use by AI devices. In our research we have determined empirically that an empathetic behavior of AI devices increase the perceived threats regarding the vulnerability and exposure of the humans related to the use of data by AI devices. Moreover, the perceived control over the shared data, the trust towards AI and the feelings of friendship between human and AI, mediate the relation between empathetic behavior and perceived threats related to the use of personal data by AI devices.

**Keywords:** *artificial intelligence; personal data; empathy*

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