

FAMILY PRIVACY AND ARTIFICIAL INTELLIGENCE

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Our digital society has made significant progress in valuing and protecting personal privacy, but it has also encouraged exhibitionism and the commercialization of the private sphere. Today, “digital communication wants to bring everything out into the open; people’s lives are combed over, laid bare, and bandied about, often anonymously”¹. In this way, “the right to privacy scarcely exists,” respect for others is lost, and everything becomes “a kind of spectacle” (FT 42).

When privacy is violated, the human being is reduced to a mere object². Generative artificial intelligence (AI) is further shaping the way individuals express their inner lives and how others gain access to private information. In this new context, we must recover the capacity for awe and reverence before the “sacred mystery” of every human being (FT 277), recognizing their “right to be themselves and to be different” (FT 218), and loving them “as if there were no one else in the world but him” (FT 193).

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¹ Francis, “*Fratelli Tutti*”. *Encyclical letter* (Oct. 3, 2020), [next: FT], n. 42, AAS 112(2020), pp. 969-1074.

² We have explored this topic in several publications, for example: M. Carbaño-Núñez, *Intimidad y comunicación. Bases filosófico-teológicas para un encuentro en autenticidad*, “*Antonianum*” 82(2007), pp. 637-675; M. Carbaño-Núñez, *El espectáculo de la intimidad. Raíces históricas de la comunicación centrada en el yo*, “*El Ágora USB*” 12/2(2012), pp. 449-534; M. Carbaño-Núñez, *L’attenzione alla soggettività e l’appello alla coscienza nei codici deontologici del giornalismo europeo*, in: *Fedeli alla chiesa del Redentore. Scritti in onore di Sabatino Majorano*, ed. A.V. Amarante, Bologna 2014, 129-143; M. Carbaño-Núñez, *The universal fraternity. Franciscan roots of Fratelli tutti*, Phoenix (AZ) 2023, chap. 5.

The commercialization of personal data is now one of the most profitable industries³. The digital footprints that individuals leave involuntarily during everyday activities, whether commercial or recreational, are automatically collected and stored indefinitely. Based on this computerized information, it is possible to construct a detailed profile of the individual, which can be used to influence their behaviour and drive them towards consumerism.

In the first part of this article, we will outline some conclusions from our studies of sixty national codes of journalistic ethics, drafted and adopted by journalists in forty-two European countries⁴. The aim is to understand how these professionals perceive the value of human privacy and how they seek to protect it⁵. We will then examine the challenges that AI poses to privacy within the family (ch. 2) and in the lives of minors (ch. 3), and finally propose strategies to address these challenges (ch. 4)⁶.

Table 1. European deontological documents included in this study

	Id.	Country	Title and Issuing Institution
1	c01	IFJ	International Federation of Journalists (Tirana)
	c02	Albania	Journalists' Code of Ethics
	c03	Germany	Code of Ethics and Rules of the Press Council
	c04	Armenia	Code of Ethics of the Yerevan Press Club
5	c05	Austria	Code of Ethics of the Press Council
	c06	Azerbaijan	Professional Ethics Code for Journalists
	c07a	Belgium	Code of Journalistic Principles
	c07b	Belgium	Recommendations of the Journalists' Association (AGJPB) on the Media Coverage of Non-Natives
	c08	Belarus	Professional Ethics Code of the Journalists' Union
10	c09a	Bosnia-Herz	Press Code
	c09b	Bosnia-Herz	Broadcasting Code of Conduct
	c10	Bulgaria	Ethics Code of Bulgarian Mass Media
	c11	Croatia	Ethics Code of the Journalists' Association

³ D. Feldman, E. Haber, *Measuring and protecting privacy in the Always-on era*, "Berkeley Technology Law Journal" 5(2020), pp. 197-249.

⁴ For statistical purposes, codes belonging to the same country are counted as a single unit.

⁵ Cf. P.P. Singh, *European codes of journalism ethics*, New Delhi 2018; S.A. Banning, *Standards of Work Today: Using History to Create a New Code of Journalism Ethics*, eBook, Newcastle-upon-Tyne 2020; B. Miller, *Reporting by the code: journalistic ethics and responsibilities*, London 2024.

⁶ This article is based on the lecture delivered by Prof. Carbaño-Núñez at the 9th International Symposium on the Family, organized by the University of Warmia and Mazury in Olsztyn, Poland, on June 12, 2025.

	c12	Czech Rep.	Code of Conduct of the Publishers' Union
15	c12b	Czech Rep.	Ethics Code of the Journalists' Union
	c13	Denmark	Code of Conduct, Approved by Parliament and Adopted by the Journalists' Union
	c14	Slovakia	Ethics Code of the Journalists' Union
	c15	Slovenia	Code of the Journalists' Association and Union
	c16a	Spain	Code of the Federation of the Spanish Press (FAPE)
20	c16b	Spain	Deontological Code of the Catalonia College of Journalists
	c17	Estonia	Press Deontology Code
	c18	Finland	Code of Conduct of the Journalists' Union
	c19a	France	Code of the Journalists' Union
	c19b	France	Statute of the Right to Information
25	c19c	France	Norms and Practices of the Provincial Daily Press
	c20	Greece	Code of Ethics for Press and Audiovisual Sector
	c20b	Greece	Code of Ethics of the Pan-Hellenic Federation of Journalists
	c21	Hungary	Ethics Code of the National Association of Journalists
	c22	Ireland	Conduct Code of the National Union of Journalists
30	c23	Iceland	Journalistic Ethics Standards of the Press Council
	c24a	Italy	Ethics Code of the Press Order and Federation
	c24b	Italy	Treviso Charter on Information and Minors
	c24c	Italy	Code on Television and Minors
	c24d	Italy	Code on the Processing of Personal Data
35	c25	Latvia	Deontological Code of the Journalists' Union
	c26	Lithuania	Deontological Code of the Press and Broadcasting
	c27	Luxembourg	Deontological Code of the Press Council
	c28a	Macedonia	Journalists' Deontological Code
	c28b	Macedonia	Declaration of Editors and SEEMO Executives
40	c29a	Malta	Code of the Press Club and Broadcasting Institute
	c29b	Malta	<i>Deontological Code of the Press Club (TMPC)</i>
	c30	Moldova	Deontological Code of the Journalists' Union