

ARTIERI & ROHMER (Law Offices): Artificial Intelligence in Sports: Opportunities, Legal, and Ethical Challenges

by Arthur Rohmer

Artificial intelligence (AI) is transforming the sports industry, offering significant improvements in athlete performance, management, and fan experience. Some studies estimate that the global AI market in sports could reach nearly \$30 billion by 2030. However, this technological transformation raises complex legal issues, particularly regarding the protection of personal data and privacy.



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A variety of promising use cases...

AI offers numerous applications in the sports field. Among the main uses are the recruitment and integration of athletes within clubs. By using machine learning algorithms, clubs can analyze athletes' skills and compare them according to various performance criteria.

In addition, AI plays a crucial role in analyzing and managing sports performance. Wearable devices collect real-time data, such as heart rate, movements, and effort intensity. These data are analyzed by algorithms that help optimize training programs and prevent injuries.

AI is also used to improve game strategy. Through predictive models, teams can analyze match data, player and opponent statistics. Another area where AI is proving its worth is in the security of sports infrastructure. AI-assisted surveillance systems can detect suspicious or potentially dangerous behavior, thereby improving the safety of spectators and staff.

Finally, in the field of sports betting, AI helps process and analyze vast volumes of data,

allowing for increasingly accurate predictions of match outcomes.

...which raise significant legal and ethical challenges

While AI offers many opportunities, it also raises important legal and ethical challenges, particularly in terms of data protection, transparency, and accountability.

One of the main issues concerns the protection of personal data. AI devices capture and analyze an increasing amount of sensitive data, such as biometric information like heart rate, athlete movements, or physical abilities.

In the European Union, the General Data Protection Regulation (GDPR) imposes a strict framework on the collection and use of this information. In Monaco, similar principles are applied through Law No. 1.165 of December 23, 1993, on the protection of personal information. These regulations ensure that athletes' personal data are only used within a predefined framework. When it comes to sensitive data (such as medical or biometric information), their use is subject to explicit consent.

The use of AI also raises questions regarding

data ownership. Many athletes have expressed their desire to better control the use of their personal information, especially when it is exploited for commercial purposes. In football, this has led organizations such as FIFPRO to establish a Player Data Rights Charter, aimed at giving players greater control over the use of their personal information.

Finally, the use of AI technologies for surveillance and security at sporting events has sparked significant debates, notably during the 2024 Paris Olympics. While these technologies help enhance stadium security, they raise concerns about privacy. It is therefore essential that event organizers adopt strict cybersecurity policies to protect spectators' personal data and prevent any misuse of these technologies.

Beyond performance and technology, the introduction of AI in sports raises questions about balancing innovation and respect for the fundamental principles of the field. AI usage must be regulated in a way that ensures this technology enhances the sports experience without compromising the human and competitive values that define it.