

CCG CONNECT

September 2026

Greetings from the CCG team,

Hope you are doing well.

We, at the Centre for Communication Governance, continue to work on research around AI safety, gendered harms, and child safety and well being in the age of AI. We have a few ongoing projects in the pipeline and look forward to sharing them with you once they're ready. In the meantime, here's what we've been up to over the last six weeks.

Writing from CCG

New Delhi just hosted leaders of 11 countries at the BRICS Summit. In the backdrop of this regional summit in India, we are pleased to share the publication of our essay on *'The Global South Labour That Runs the Modern AI Economy: A Case for BRICS Stewardship'*. This was recently published in a compendium curated by the Observer Research Foundation.

In this essay, Seerat and Shashank from CCG, alongside Prof. Nirmala Gopal of UKZN, South Africa, note the AI industry's dependence on labour from the Global South for data annotation, content moderation, and

platform-mediated "ghost work" for training AI systems worldwide. They examine labour laws in India and South Africa alongside the ILO Convention No. 193 on Decent Work in the Platform Economy, observing them to fall short of providing labour protections

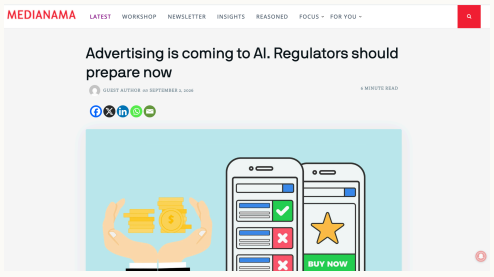
Identifying BRICS as a bloc well-positioned to act on developing conversation of emergent tech in the region, the authors propose a BRICS Data Labour Protocol: a co-created, regionally grounded set of labour protections tailored to the specific harms of AI data work and designed to be practically implementable by the very countries supplying this labour.



Continuing the conversation around BRICS, Sukriti represented us at 'Demography, Technology & Governance: A BRICS Conversation', co-organised by ORF and the Esya Centre under Policy Agora. She spoke on enabling online safety for children by centering autonomy and needs of the children and emphasised holding platforms accountable. She also attended the 18th BRICS Academic Forum in Lucknow, a convening bringing together academics and experts to deliberate on 'Building for Resilience, Innovation, Cooperation and Sustainability'.

We have also identified a few more sectors that require our attention, starting with healthtech and its privacy concerns. In the CCG Blog, *'The Privacy Cost of AI in Healthcare Falls Heaviest on Marginalised Communities'*, Asheef points out the distinction between people's consent to sharing their data and their ability to meaningfully understand, anticipate, and control what happens to it, especially among communities which have less access to technology, lower digital literacy, and fewer opportunities to meaningfully navigate consent mechanisms.

In the Media



Commenting on OpenAI's rollout of its ads features to Indian users of Free and Go tiers, Asheef points towards three concerns from a consumer's end: users' struggle to distinguish organic answers from sponsored ones, engagement-driven pressures and algorithmic behaviours echoing the social media story, and privacy concerns over sensitive chat data that could shape targeted advertisement and manipulation. Read this opinion piece to find out more: *'Advertising is coming to AI. Regulators should prepare now'*

Talking about legal developments, some of our colleagues spoke to reporters at Medianama to share their insights on the recent CCPA action against Flipkart and Meta's $18 billion settlement on teen safety in the US. Palash and Medha shared their legal insights on intermediary liability under Section 79 of the IT Act, while Angelina spoke on the complexities of implementing notification-based controls and app store age verification in the Indian context.

As an outreach partner to Asia Society's 'WIRED WORLD: How AI is Reshaping South Asia', CCG is delighted to share a series of four sessions that aim to examine AI's implications for the environment and labour, technology and politics, language and creative agency, and childhood and learning.

MAP-AI

As part of our Multistakeholder Approaches to Participation in AI Governance (MAP-AI) initiative with the Global Network Initiative (GNI), we are excited to announce the launch of three expert-driven Global AI Policy Working Groups covering

- Safe and Trusted AI co-led by Konstantinos Komatis from the Atlantic Council Democracy and Tech initiative, and Urvashi Aneja represents Digital Futures Lab and the Global South Network for Trustworthy AI;
- Global AI Governance with Data Privacy Brasil's Jaqueline Pigatto and Global Partners Digital's Maria Paz' at the helm; and
- Context-driven Infrastructure guided by Pria Chetty from Research ICT Africa and Aliya Bhatia from Center for Democracy and Technology.

The groups aim to develop concrete policy proposals ahead of the United Nations Global Dialogue on AI Governance (UNGDAI) in May 2027 and the Swiss AI Summit in June 2027. We are currently accepting applications to participate in these groups until September 22, 2026.

CCG as part of MAP AI, alongside GDRC, GSA, Global Digital Justice Forum and the Gender in Tech Coalition, drafted the 'Civil Society Read Out Report – 1st United Nations Global Dialogue on AI Governance,' articulating civil society observations and recommendations with regard to the format and discussions during the inaugural United Nations Global Dialogue on AI.

You can also find our reflections on the UNGDAI here and an update on our engagements at the UNGDAI here and here. Read reflections from the MAP AI community on the UNGDAI:

- *Elonnai Hickok, Jhalak Kakkar,* and *Jason Pielemeier* reflect on advancing AI Governance through practical, contextualized policy ideas here,
- *Urvashi Aneja* and *Aarushi Gupta* from DFL muse on what the UNGD is and what it could be here,
- *Santosh Sidgel* from Digital Rights Nepal questions whether the majority world can keep up in the AI race here,
- *Diana Mosquera* from Diversa shares perspectives from Latin America on the UNGDAI here, and
- *Baraka Magabe*, CAIMSA, and *Dr. Margaret Ndung'u* share their perspectives around UNGDAI and the African continent here and here.

To continue to engage with our work under MAP AI, check out our blog and social media. We have started MAP-AI Talks, a video series that brings perspectives on the future of AI from a diverse set of stakeholders, like John Palfrey from the MacArthur Foundation and H.E. Harry Verweij, the Netherlands' Ambassador-at-Large for AI, to name a few.

Our team recommends

- Gopika recommends a 5-part essay series in the Boston Review, contemplating the Internet that was, is, and will be. These essays are meditations on the current state of the Internet across issues of infrastructural imperialism, the growth-at-all-costs mindset, monetisation, enshittification, and tech monopolies.
- Shivani recommends a guest essay published late last month in the New York Times titled 'What It Took to Dismantle the Most Powerful Company in the World'. In this piece, historian William Dalrymple draws striking parallels between Big Tech and the English East India Company.

That's it from our side. Until we write to you next time, stay connected with us on LinkedIn, YouTube, X, and Instagram.

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For more information, please visit our website here.

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