

# PRIVACY AI

## IN THE AGE OF

# PRIVACY CONSCIOUS IMPLEMENTATION OF AI

## ACROSS BUSINESS FUNCTIONS

### MARKETING & ADVERTISING

#### Possible application of AI



Content creation and curation



Image and video generation targeted ads



Sentiment analysis



Social media management

## Privacy considerations while integrating AI



**Using AI** to generate content can raise complex legal questions about copyright ownership, intellectual property rights, and potential infringement.



**Users** may not understand how their data is being collected, analyzed, and used to personalize ads.



AI can be used to create highly realistic fake content (**deepfakes**) or to manipulate online conversations, potentially spreading misinformation or influencing public opinion.

## Recommendations



Always have people **overseeing AI marketing** to ensure it's used ethically and responsibly.



**Develop** clear guidelines for the use of AI in content creation to ensure that the generated content is accurate, ethical, and does not violate on any intellectual property rights.



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