

# PRIVACY AI

## IN THE AGE OF

# PRIVACY CONSCIOUS IMPLEMENTATION OF AI

## ACROSS BUSINESS FUNCTIONS

### SALES

#### Possible application of AI



Lead generation



Automated email marketing



Customer segmentation



Chatbot



CRM update and automation

## Privacy considerations while integrating AI



**AI analysis** of customer data beyond its intended purpose and without proper consent can violate customers' trust.



**AI profiling** can lead to unfair or discriminatory targeting without customer knowledge.



**Large datasets** used for AI analysis are attractive targets for cyberattacks.

## Recommendations



Organizations should implement **robust consent management systems** to ensure they obtain valid consent from customers before analysing their data.



**Deploy privacy-enhancing** technologies for cross-platform campaign analysis.



**Collect** only the data that is absolutely necessary for the analysis.



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