

PRIVACY AI

IN THE AGE OF AI

PRIVACY CONSCIOUS IMPLEMENTATION OF AI ACROSS BUSINESS FUNCTIONS

SALES

Possible application of AI

 Lead generation

 Automated email marketing

 Customer segmentation

 Chatbot

 CRM updation 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.

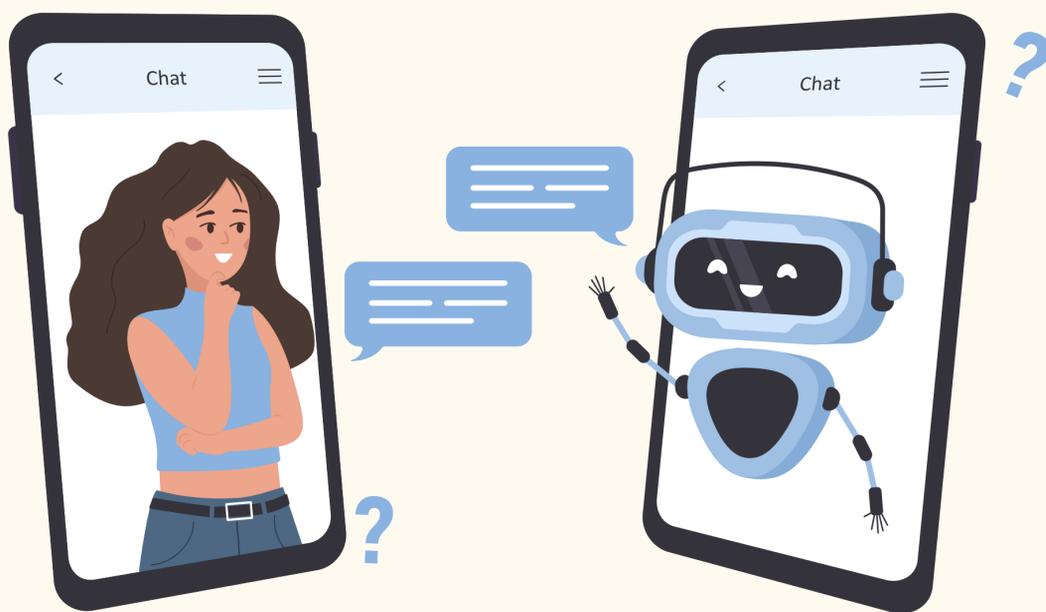
 **Large datasets** used for AI analysis are attractive targets for cyberattacks.

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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