

THE AGE



PRIVACY CONSCIOUS IMPLEMENTATION OF AL

ACROSS BUSINESS FUNCTIONS



SALES

Possible application of Al



Lead generation



Automated email marketing



Customer segmentation



Chatbot



CRM updation and automation

rivacy considerations while integrating Al



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



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



Large datasets used for Al analysis are attractive targets for cyberattacks.

Recommendations



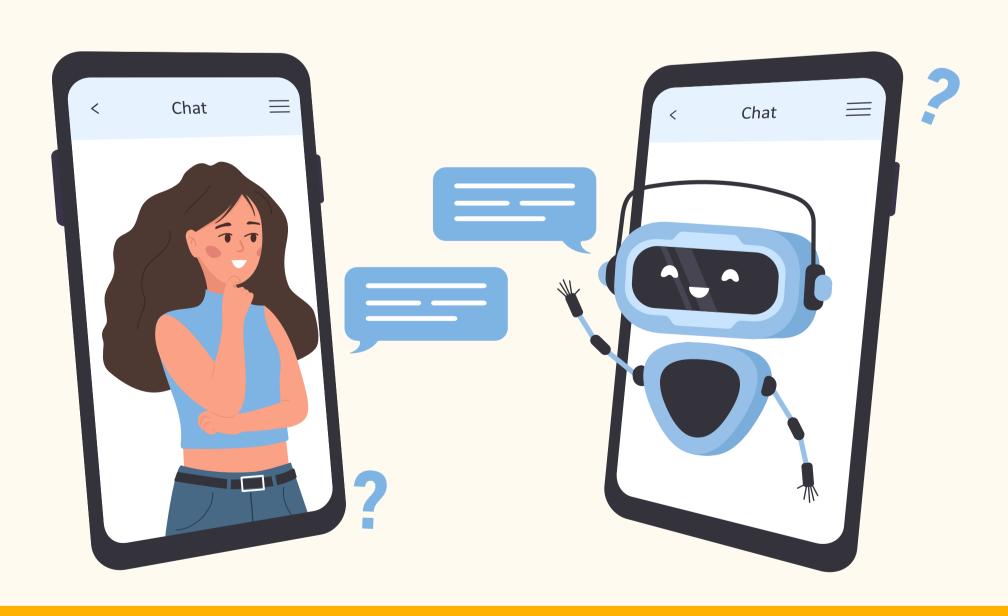
Organizations should implement robust consent management systems to ensure they obtain valid consent from customers before analysing their data.



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



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



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