

# 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 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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