



PRIVACY CONSCIOUS 4PLEMENTATION OF AI

ACROSS BUSINESS FUNCTIONS



MARKETING & ADVERTISING

Possible application of Al



Content creation and curation



Image and video generation targeted ads



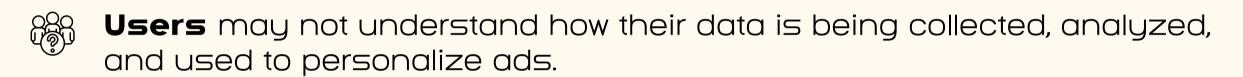
Sentiment analysis



Social media management

rivacy considerations while integrating Al



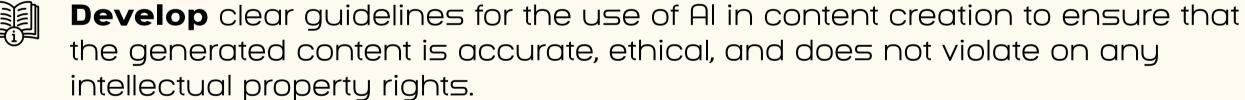




All can be used to create highly realistic fake content (deepfakes) or to manipulate online conversations, potentially spreading misinformation or influencing public opinion.

Recommendations

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





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