

# PRIVACY AI

IN THE AGE OF

## PRIVACY CONSCIOUS IMPLEMENTATION OF AI ACROSS BUSINESS FUNCTIONS

### MARKETING & ADVERTISING

#### Possible application of AI





 Content creation and curation

 Image and video generation targeted ads



 Sentiment analysis

 Social media management

### Privacy considerations while integrating AI

-  **Using AI** to generate content can raise complex legal questions about copyright ownership, intellectual property rights, and potential infringement.
-  **Users** may not understand how their data is being collected, analyzed, and used to personalize ads.
-  AI 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 AI marketing** to ensure it's used ethically and responsibly.
-  **Develop** clear guidelines for the use of AI in content creation to ensure that the generated content is accurate, ethical, and does not violate on any intellectual property rights.



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