PRIVACY AI
IN THE AGE OF AI

DSCI
PROMOTING DATA PROTECTION
A nasscom Initiative

PRIVACY CONSCIOUS IMPLEMENTATION OF AI
ACROSS BUSINESS FUNCTIONS

CUSTOMER EXPERIENCE / PRODUCT DESIGN

Possible application of AI

Customer interaction automation	User behaviour prediction	AI-based recommendation systems	Chatbot and virtual assistant deployment

Privacy considerations while integrating AI

- **AI systems** often create detailed profiles of individual users based on their online behavior and interactions. These profiles can be linked to personally identifiable information (PII) (such as names, email addresses, or account IDs)

- **To provide personalized experiences**, AI systems often store user preferences, interaction history, and other data for extended periods.

Recommendations

- **Conduct** regular PIAs to identify and assess the privacy risks associated with specific AI features or implementations.

- **Ensure** accessibility of AI-driven interfaces.

- **Be transparent** with customers about how AI is being used in their interactions with the company. Clearly disclose the use of chatbots, recommendation systems, or other AI-powered features.

- **Implement** clear data retention policies that limit how long user interaction data is stored.

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