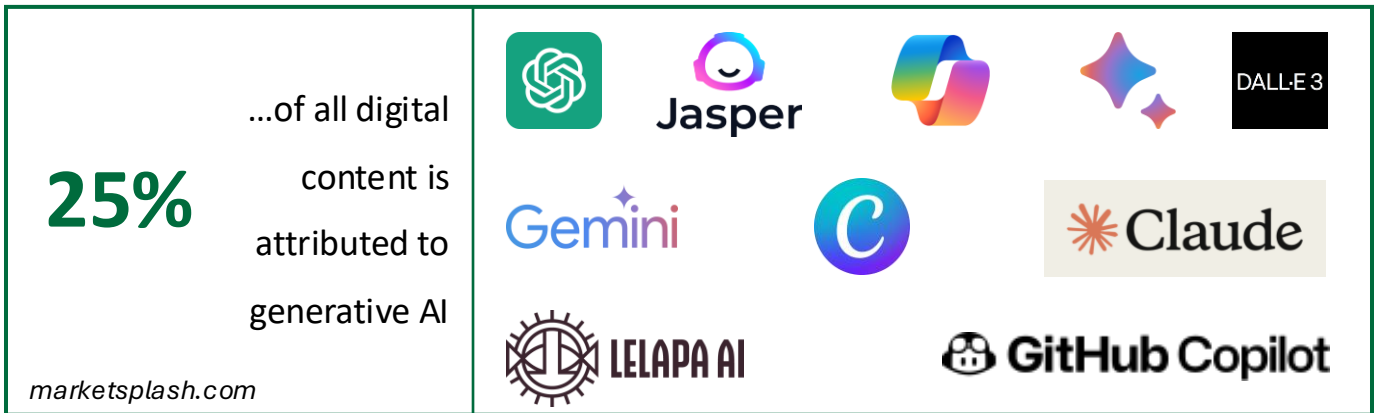
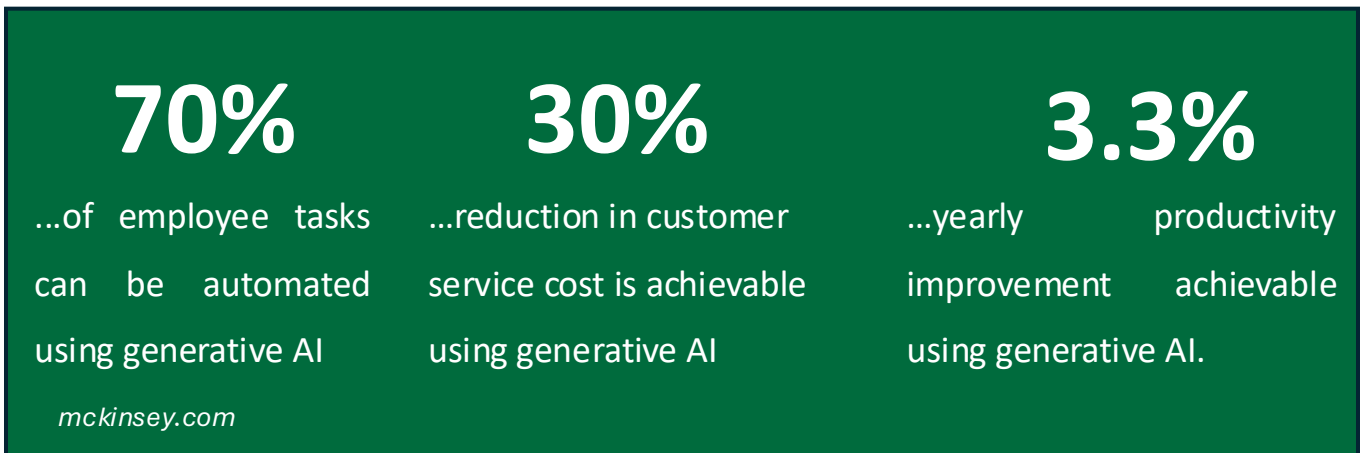


# Use of Generative AI in Business: Ethical Considerations



Generative AI also known as Gen AI, is artificial intelligence (AI) that can create content such as text, images, video, audio or software codes in response to a user's request known as prompts. Since February 2022, web searches related to AI content increased by 900%



## Some generative AI

Automated customer support



Business process automation



Software development



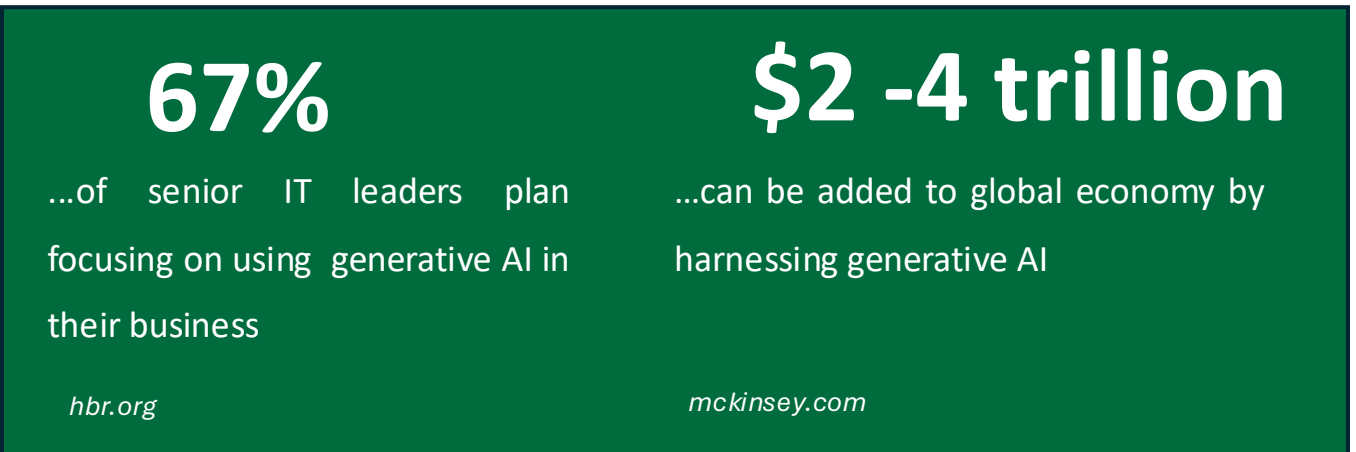
Data analytics



Content creation



R&D



## Ethical risks resulting from using generative AI

- ❖ Data privacy violations
- ❖ Sensitive information disclosure
- ❖ Amplification of existing bias
- ❖ Plagiarism
- ❖ Misinformation & deepfakes
- ❖ Distribution of harmful content
- ❖ Copyright and legal exposure

## Ways to ensure generative AI is used ethically in business

