

**SIRIUS.LEGAL**  
BUSINESS LAW FIRM

**Ai.M**

## **Legal vs Marketing**

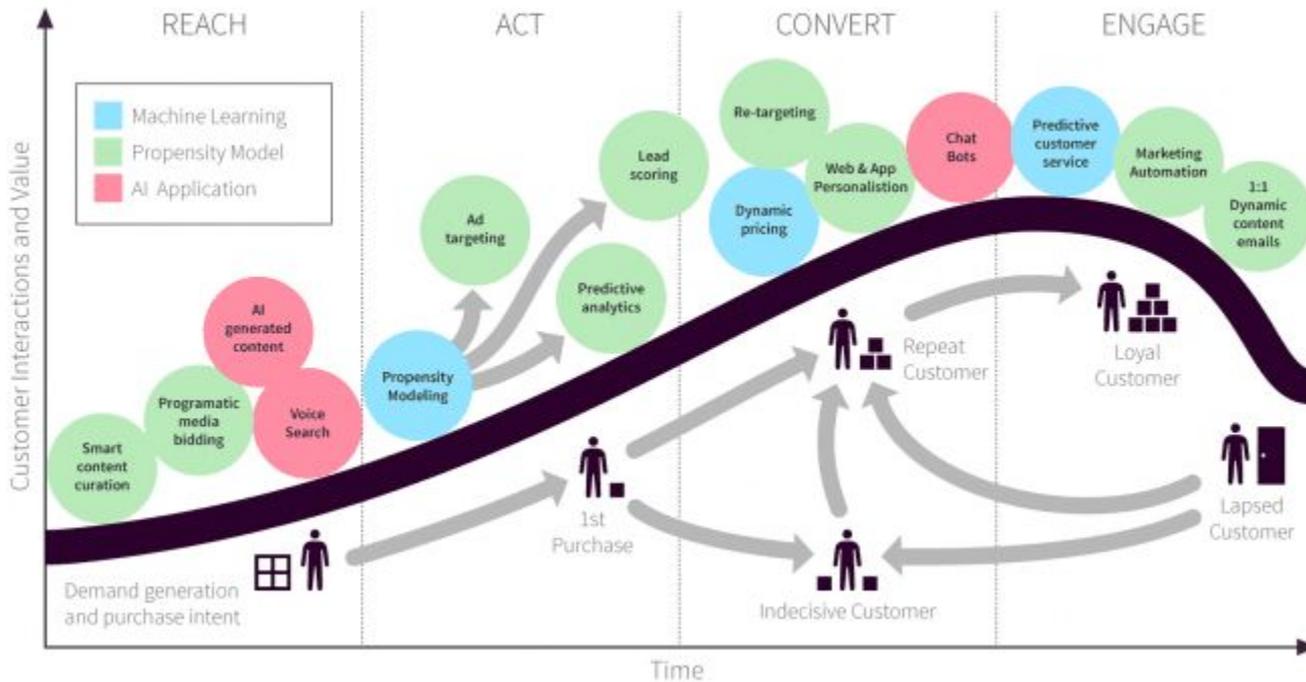
Legal and ethical challenges for  
AI in marketing

17 February 2022





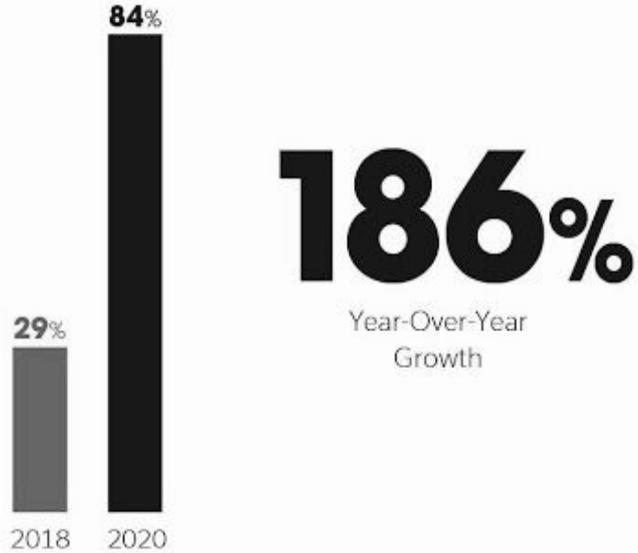
Hive brain creates endless possibilities...



A promised land of endless opportunities...

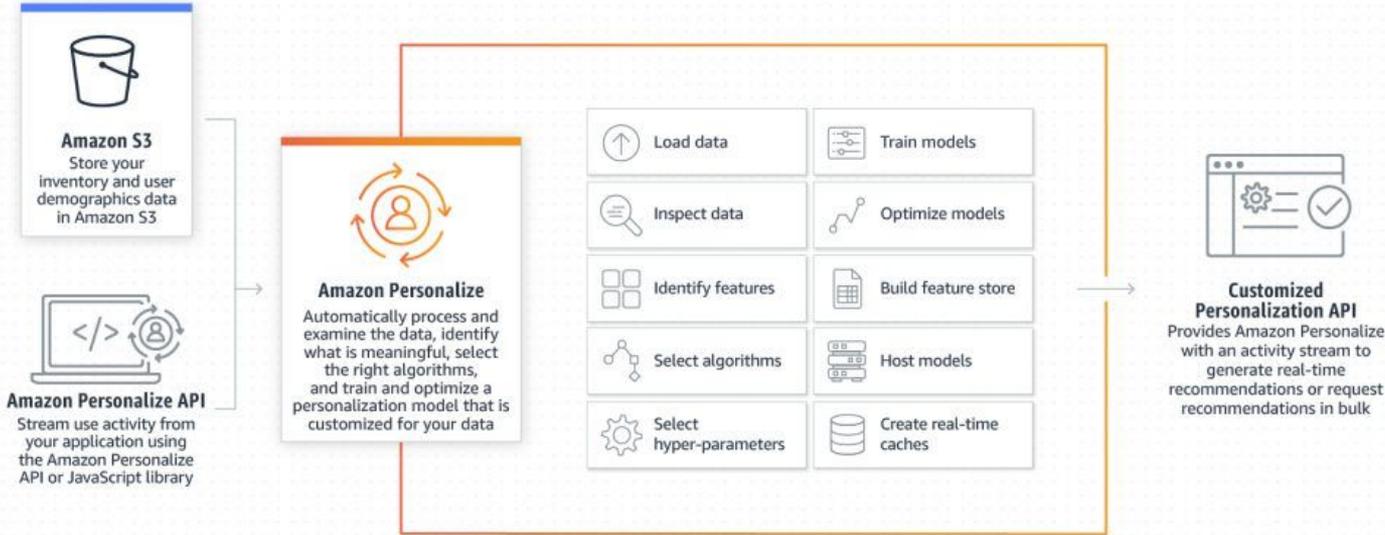
Source: Smart Insights

Marketers Reporting AI Use



A promised  
land of endless  
opportunities...

Source: Salesforce



# Amazon Personalize Just a random example...

Source: VentureBeat



But great opportunities come with  
great (legal) challenges



1

The classic: Liability  
(But less of a marketing related issue)



2

(Cyber) Security





Cyber security  
audit



Penn testing



Training &  
awareness



Up to date software



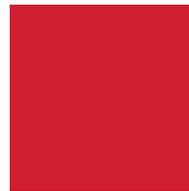
Adequate  
security  
2FA  
Passwords



Encryption



Internal  
policies



SLA's  
DPA's  
Strong contracts  
Insurance



3

## Privacy & Data Protection

Personal  
Identifiable  
Information



EU as the  
world hub of  
data  
protection



Data Subject  
Rights  
Basic  
Principles of  
GDPR



High fines &  
High  
reputational  
damage...





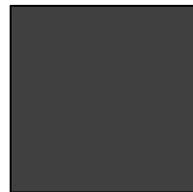
DPIA



DTIA



DPA's



Data subject rights  
GDPR Basics



Data  
Protection  
by Design



Data  
Protection by  
Default



Data Breach  
readiness



Accountability



4

## Ethics & transparency

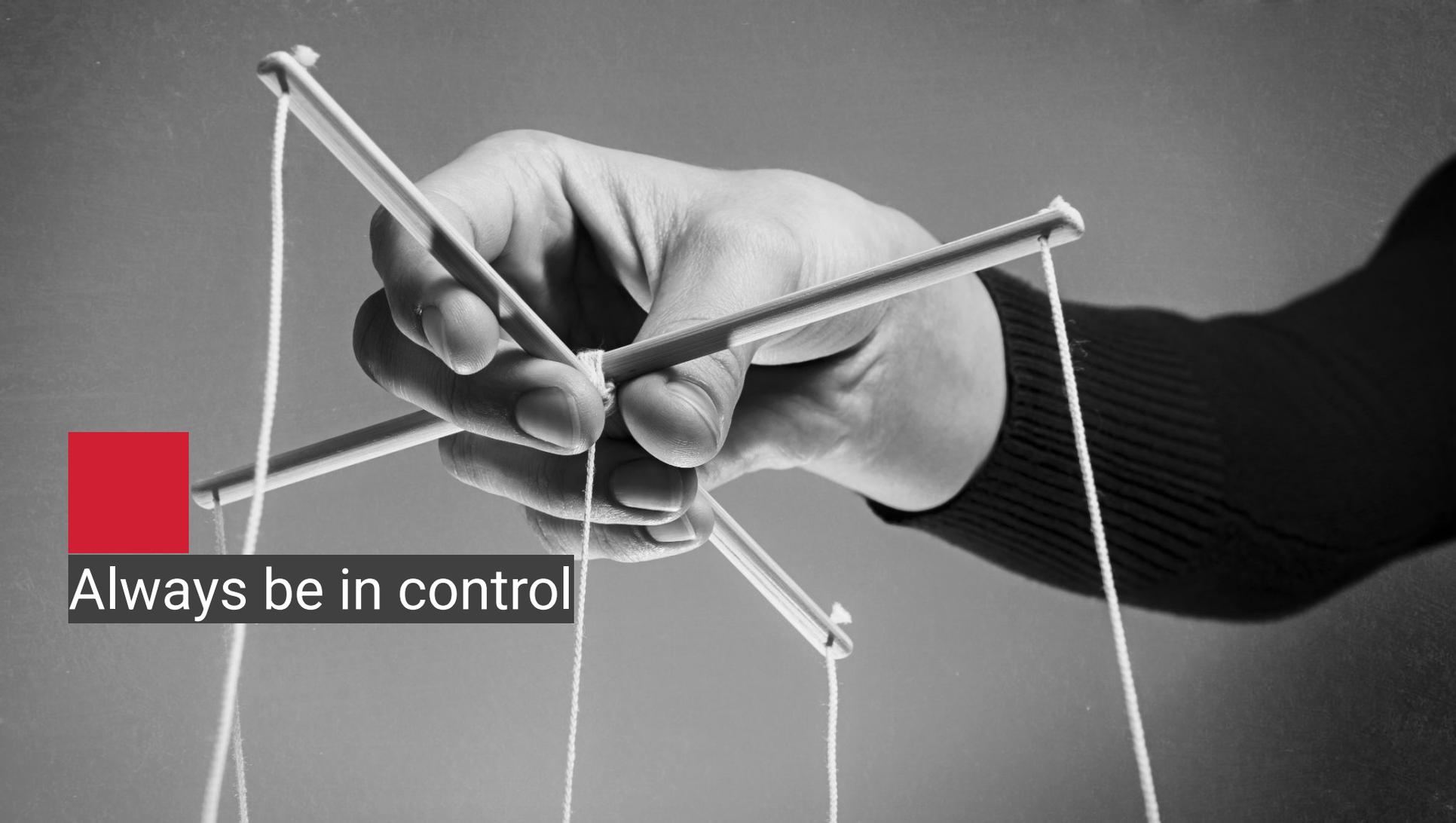
**EU as ethical AI hub for the world**

**Similar set-up as GDPR  
"Risk based approach"**

## **Draft EU AI Regulation**

**Work in progress  
2022 to 2024?  
Entry delay 2 years  
Final content unclear  
But be prepared**

**3 Categories  
Prior Risk Assessments  
Notification obligations  
Transparency  
(Cyber) security**



Always be in control



## What do you mean, be in control?

I'll better write this down...

- Think and plan before you act
- Choose the right partners
- Prior AI and GDPR risk assessments
- Transparency & ethics
- Strong contracts & strong partners
- Go for it!



And if needed, we can help...

# Some of our recent work...



**BASIC-FIT**

**AMC** Antwerp Management School



“B:A/M!” BELGIAN ASSOCIATION OF MARKETING



Roularta MediaGroup

duval union



feweb

**.AGORIA**  
Techlancers

DELA

+ WUNDERMAN THOMPSON

KEYTRADE BANK



SafeShops.be

NEUHAUS  
BELGIUM - 1857

STIHL



IMPERMO  
toegankelijk • duurzaam • parket

PharmaMarket

UBA

advocaatscore.be

9,5



81 beoordelingen

Powered by klanten vertellen

AGENTSCHAP  
INNOVEREN &  
ONDERNEMEN



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bouwen aan je  
#digitaletekomst

eventplanner

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**Questions?**

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