

## ETHICAL PURPOSE & GOVERNANCE

### Purpose

- What is the business purpose of your advertising initiative?
- Why are data and AI necessary to achieve that purpose or drive business value?

### ✓ Ethical Alignment

- AI purpose clearly aligns with defined business value.

### ⚠ Ethical Risks

- No clear purpose or business alignment for AI deployment.

### Governance

- Do you have formal governance measures clearly in place for AI technologies, including specific teams, functions, or titles ensuring accountability?
- Do managers understand the importance of governing people vs. only governing technology?

- The marketer has formal governance measures clearly in place.

- Marketer unable to articulate governance clearly.

### Disclosure

- Is AI-generated content clearly disclosed to consumers?
- Are there transparency measures in place for AI usage in advertising?

- AI-generated content labeled and disclosed clearly.

- AI-generated content used without disclosure.

### Rights and Permissions

- Do you clearly ensure rights and permissions are properly managed for AI-generated or assisted content?

- All AI-generated or assisted content has clearly documented rights and permissions, respecting intellectual property and content licensing agreements.

- No clear documentation or management of rights and permissions, risking intellectual property or licensing infringement.

### Value Based Engineering

- Are ethical values integrated explicitly into AI system design?

- Ethical values integrated explicitly into AI systems.

- AI designed without ethical values considered.

### Algorithmic Transparency & Explainability

- Can consumers clearly understand how AI systems make decisions?

- AI processes are transparent and explainable.

- AI processes are opaque, unexplained.

## CULTURE, TRAINING & ACCOUNTABILITY

### Trade-Offs

- Have you ever paused or rerouted AI decisions due to ethical considerations?
- How are your teams trained or equipped to think about data and AI ethics?
- What actions has leadership taken to create an environment that prioritizes data and AI ethics?

### ✓ Ethical Alignment

- Instances of ethical trade-offs managed and documented.

### ⚠ Ethical Risks

- No clear management of ethical trade-offs.

### Learning & Incentives Plan

- How are your teams trained or equipped to think about data and AI ethics?
- What actions has leadership taken to create an environment that prioritizes data and AI ethics?

- Clear ethical training and incentives provided.

- Vague or inadequate training/incentives.

### Culture Of Science

- How do your data and AI teams stay apprised of or contribute to relevant peer-reviewed publications?

- Strong culture with peer-reviewed practices.

- Reliance only on internal, non-reviewed practices.

### Audits

- What kind of review processes or audits do you have in place for your technology?
- How often do the reviews or audits take place and who conducts them?

- Regular external ethical audits conducted.

- Audits dismissed or minimally implemented.

### Bias Testing & Impact Assessment

- Are AI models tested rigorously for bias before deployment?

- AI bias actively tested and addressed.

- Bias testing overlooked.

### AI Marketing Agents

- Do AI marketing agents operate with human oversight?
- Are ethical safeguards in place for AI-driven decision-making?

- AI marketing agents clearly supervised and controlled.

- AI agents operate with minimal oversight.

## DATA & PRIVACY MANAGEMENT

### Process Governance

- Do you have clear processes governing data usage?
- Do you have any processes in place to detect, mitigate, and monitor data and AI issues?
- Share an example of a critical issue that was escalated. Who was involved? How was it resolved?

### ✓ Ethical Alignment

- Data governance processes well established.

### ⚠ Ethical Risks

- No clear data governance.

### Real-time Consent & Dynamic Data Control

- Are real-time consent and dynamic data controls clearly available to consumers?

- Real-time data consent and control enabled.

- Data collection without clear consent/control.

### Documentation

- What kind of documentation do you maintain for your AI/ML projects? Does it track limitations and potential risks?
- What kind of documentation do you have for your data assets?

- Documentation thorough and transparent.

- Documentation insufficient or unclear.

### Risk Management and Adaptation

- Do you have explicit and documented risk management processes, including regular reviews and contingency planning?

- Clear risk management and adaptation frameworks documented and regularly reviewed, including explicit contingency plans.

- No formal risk management framework or contingency plans documented for AI ethical risks.

## CONSUMER & ETHICAL RESPONSIBILITY

### Unintended Consequences

- What would failure of your data and AI advertising look like?
- Which stakeholders would be impacted and what are some potential unintended consequences they might face?

### ✓ Ethical Alignment

- Potential unintended consequences actively managed.

### ⚠ Ethical Risks

- Unintended consequences overlooked.

### Synthetic Media

- Are deepfake and synthetic media used ethically and transparently?
- Are there consent and identity protection measures?

- Ethical guidelines followed strictly.

- Synthetic media used without ethical controls.

### Protecting Vulnerable Populations

- Are safeguards in place for children, elderly users, and otherwise vulnerable communities in AI-driven ads?

- Special protections in place.

- No protections for vulnerable groups.

### Energy Consumption & Sustainability

- Is AI deployment optimized to reduce environmental impact?

- AI deployed sustainably and energy-efficiently.

- AI consumes excessive energy; unsustainable.

### Special Thanks...

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