

# Legal & Ethical AI Risk Checklist

**Objective:** Use this checklist to ensure AI implementations align with legal, ethical, and brand safety considerations.

## Step 1: AI Compliance & Legal Considerations

**Verify Data Privacy Compliance:** Ensure AI tools comply with GDPR, CCPA, or other relevant data protection laws.

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**Understand AI Training Data:** Confirm the AI model does not rely on copyrighted, biased, or sensitive data.

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**Review Ownership Rights:** Verify content ownership in the AI platform's terms of service.

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**Check for Regulatory Approvals:** Ensure AI usage aligns with industry-specific regulations (e.g., healthcare, finance).

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**Maintain Transparency:** Disclose AI usage in customer-facing content where necessary.

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## Step 2: Ethical AI Use

**Assess AI Bias Risks:** Regularly audit AI outputs for potential biases or discriminatory patterns.

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**Avoid Misinformation & Hallucinations:** Validate AI-generated content through human review.

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**Define Ethical Boundaries:** Establish internal guidelines on what AI should and should not generate.

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**Ensure Human Oversight:** Assign responsible individuals to review AI decisions before implementation.

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**Mitigate Deepfake & Manipulation Risks:** Prevent the misuse of AI in deceptive content creation.

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### Step 3: Brand Safety & Consumer Trust

**Maintain Brand Voice Consistency:** Ensure AI-generated content aligns with brand values and tone.

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**Monitor Customer Perceptions:** Track customer feedback on AI-generated content to ensure trust.

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**Limit Over-Automation in Communication:** Ensure AI-driven interactions do not alienate customers.

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**Establish AI Accountability:** Define roles and responsibilities for AI decision-making in your team.

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**Plan for Crisis Management:** Have a protocol for addressing AI-related errors or public backlash.

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### Step 4: Ongoing Monitoring & Improvement

**Regular AI Audits:** Schedule periodic evaluations to assess AI's legal and ethical implications.

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**Update AI Policies:** Adjust AI governance policies based on emerging risks and regulations.

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**Educate Teams on Ethical AI Use:** Provide training on responsible AI implementation and risks.

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**Maintain Ethical AI Partnerships:** Work with vendors and partners committed to responsible AI practices.

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**Document AI Decisions:** Keep records of major AI-driven decisions for accountability.

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