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**Ethical uses of generative text AI in
advertising, PR, communications, and
marketing sectors
Market research**

July 2023

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Overview and Methodology



This research project explores the ethical applications of generative AI tools in the advertising, PR, communications, and marketing industries. It seeks to comprehend both the existing ethical practices in the use of AI within these sectors and the underlying ethical frameworks guiding their implementation. The research was conducted through a comprehensive market analysis, examining the protocols, policies, and resources in the UK, Europe, and the United States about the ethical use of AI in these fields.

Additionally, the study involved a synthesis of empirical research concerning the ethical utilisation of generative AI in the UK.

To achieve its objectives, the research employed a desk-based secondary research approach, which allowed for a thorough exploration of various sources and enabled the development of a comprehensive overview of generative AI systems and their ethical implications.

This deck follows this structure:

- The first section is centred on understanding the existing and developing policies, protocols, and frameworks surrounding the ethical implementation of AI in the UK, USA, and EU. This phase also addressed potential challenges and obstacles encountered in this domain.
- In the second part, the research delved into the market to identify current tools and resources promoting ethical AI practices in advertising, communications, and marketing sectors.
- Finally, some conclusions and key insights are presented



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PART 1 : Policies, frameworks and protocols

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Introduction



- AI systems and tools have developed at a rapid pace with different models getting popular especially in the generative AI or LLMs category and their adoption by most individuals ([Merali and Merali, 2023](#)) and AI companies working in the UK, alone, generate a huge amount of revenue, up to £10.6 billion, according to a [McKinsey report \(2023\)](#).
- With AI's rapid development and adoption in various fields, it became increasingly important to establish some ethics towards its usage. This has promoted different debates and insights into understanding why would be necessary. Many international organisations, such as [UNESCO \(2023\)](#), issued statements about the rapid development of AI systems and the ethical concerns it follows that need to be addressed.
- To have proper structure towards its usage, different countries across the world ([Lim & Xing, 2023](#)) are also working towards understanding what can be precisely done. Recently it was noted that despite the US having more access to resources and more companies that are AI and generative AI focused, the EU was still leading more further towards laws of governance with the AI, according an article by The Guardian ([Bhuiyan & Robins-Early, 2023](#)).
- KPMG ([2023](#)) also estimates that generative AI could provide a huge impact on UK's GDP, up to £31 billion, as 2.5 percent of overall tasks could be performed by generative AI.

Current policies/guidelines in the USA

The Blueprint for an AI Bill of Rights



- More and more, artificial intelligence and other automated systems make decisions affecting our lives and economy. These systems are not broadly regulated in the United States—although that will during 2023 in several states *. The USA has seen the boom of companies who have been developing products related to AI solutions and tools. It is on the forefront of the new generation tools are coming up recently towards tools like generative AI [Axios \(2023\)](#)
- In 2022, [The Blueprint for an AI Bill of Rights: Making Automated Systems Work for the American People](#) was published by the White House Office of Science and Technology Policy (OSTP). The AI Bill of Rights lays out five principles to foster policies and practices—and automated systems—that protect civil rights and promote democratic value.
 - **Safe and Effective Systems:** Automated systems should be safe and effective. They should be evaluated independently and monitored regularly to identify and mitigate risks to safety and effectiveness.
 - **Algorithmic Discrimination Protections:** Automated systems should not “contribute to unjustified different treatment” or impacts that disfavor members of protected classes. Designers, developers and deployers should include proactive equity assessments in their design processes, use representative data sets, watch for proxies for protected characteristics, ensure accessibility for people with disabilities, and test for and mitigate disparities throughout the system’s life cycle.
 - **Data Privacy:** Individuals should be protected from abusive data practices and have control over their data.
 - **Notice and Explanation:** Operators of automated systems should inform people affected by their outputs when, how and why the system affected them. This principle applies even “when the automated system is not the sole input determining the outcome.” Notices and explanations should be clear and timely and use plain language.
 - **Human Alternatives, Consideration and Fallback:** People should be able to opt out of decision-making by automated systems in favor of a human alternative, where appropriate. Automated decisions should be appealable to humans.
- Businesses should expect the blueprint to inform all such agency actions going forward. It is likely that these agencies will expand their AI initiatives while other agencies will become active addressing AI and other automated systems within their ambits.

* as of October 2022 Colorado, Connecticut, Virginia and New York City, and California were preparing an AI Regulatory Compliance Programme For 2023 ([Schildkraut & Vibbert, 2023](#))

Current policies/guidelines in the USA

The Blueprint for an AI Bill of Rights



- [The National Institute of Standards and Technology\(NIST\) \(2022\)](#) also played a critical role in the AI Bill of Rights, 2022 guidelines as they published an [Artificial Intelligence Risk Management Framework \(AI RMF\) 2023](#).The framework acts as a resource to organisations for designing, developing, deploying AI systems to help manage the risk of AI and promote a trustworthy and responsible development of them.
- According to [The Brookings Institution \(2023\)](#) AI RMF as a framework is important as it provides a conceptual roadmap for identifying risk in the AI context as well as offers a set of processes and activities to assess and manage risk linking AI's socio-technical dimensions to stages in the lifecycle of an AI system and to the actors involved. It is important to consider the two as complementary to each other, for the best guidance tool towards risk management of AI systems.
- The communications and PR sector has significantly seen the use of generative AI tools and systems being inculcated. [PR Council](#), a USA- based PR and communication association of members, issued a set of [guidelines \(2023\)](#) that must be kept in mind while introducing AI systems. These guidelines were created with input from the leadership and their legal partners while keeping in mind the AI Bill of Rights blueprint and AI RMF guidelines. These guidelines mainly consist of similar principles such as protection of integrity of client information, commitment to accuracy and stop spread of misinformation and transparency and inclusion of information.
- In an effort to inform and prompt discussions on the development and potential that generative AI tools and systems hold as well as its ethical uses in various sectors for an informed approach, different forums have been conducted around the [“Responsible AI Leadership: A Global Summit on Generative AI”](#)(April 2023) in the World Economic Forum Centre. It concluded with a summary of 30 action-oriented recommendations while emphasising the importance of open innovation and international collaboration as essential for responsible usage of generative AI tools and systems. These action-oriented recommendations can be used across various sectors and critically assessed the ethical standards of the growing generative AI system usage.

Current policies/guidelines in the USA



Legislation	Jurisdiction	Summary	Verticals
A local Law to amend the administrative code of the City of New York, in relation to automated employment decision tools	New York City	Bias audits of automated employment decisions tools: candidates must be informed of the use of the tool 10 business days prior to its use and the data used to make decisions	Bias, transparency
Artificial Intelligence Video Interview Act	Illinois	Enacted- effective 15 th April 2023	Transparency
Concerning protecting consumers from unfair discrimination in insurance practices	Colorado	Bias audits of algorithms and data, maintenance of a risk management framework, explanation of how data and algorithms are used.	Bias, transparency

- The table describes the different state jurisdictions that have introduced ethical guidelines, in view of the ones published by the government (AI Bill of Rights and AI RMF) towards AI systems, their usage and practices.

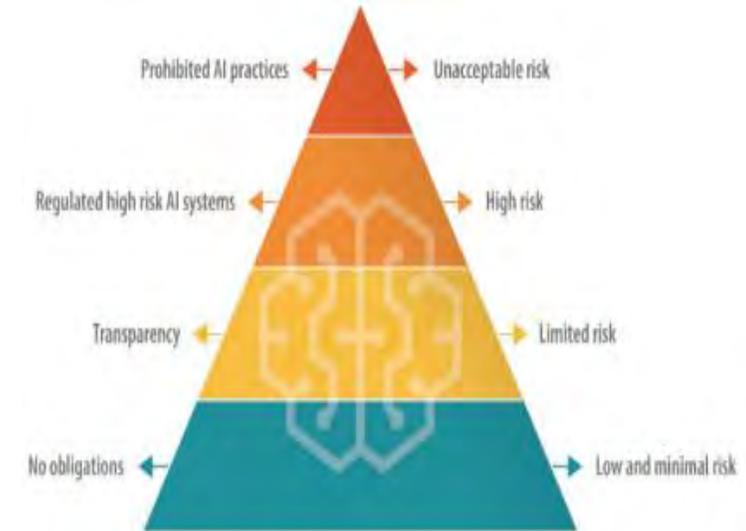
Source : [Holistic AI report](#)

Current policies/guidelines in the European Union(EU)

The EU AI Act



- In an effort to establish policies around the usage of AI systems, the European Union had also published guidelines that would impact the different companies in the EU region with the usage of AI systems.
- [The EU AI Act](#), was aimed to harmonise the rules on Artificial Intelligence by establishing a global standard seeking to lead the world in AI system regulation. The draft AI act is the first ever attempt to enact a horizontal regulation for AI. It focuses on the specific utilisation of AI systems and associated risks. The framework would lay down a classification for AI systems with different requirements and obligations tailored on a 'risk-based approach'.
- This risk-based approach provides a legal intervention that is tailored to concrete levels of risk. To that end, the AI Act distinguishes between AI systems posing (i) unacceptable risk, (ii) high risk, (iii) limited risk, and (iv) low or minimal risk. And their applications would be regulated only as strictly necessary to address specific levels of risk associated with them. As mentioned in the graph by [European Commission \(2021\)](#), with each risk that is distinguished, there are obligations that are expected such as with low and minimal risk, there are no proper obligations if proper guidelines are being followed. But those categorised as limited risk or high-risk AI systems have other obligations that must be fulfilled like proper levels of transparency and regulation. These risk-based categories are set to be applied appropriately towards the different companies that develop, implement and use AI systems and tools.



Source: [European Commission, 2021](#)

Current policies/guidelines in the European Union(EU)

The EU AI Act

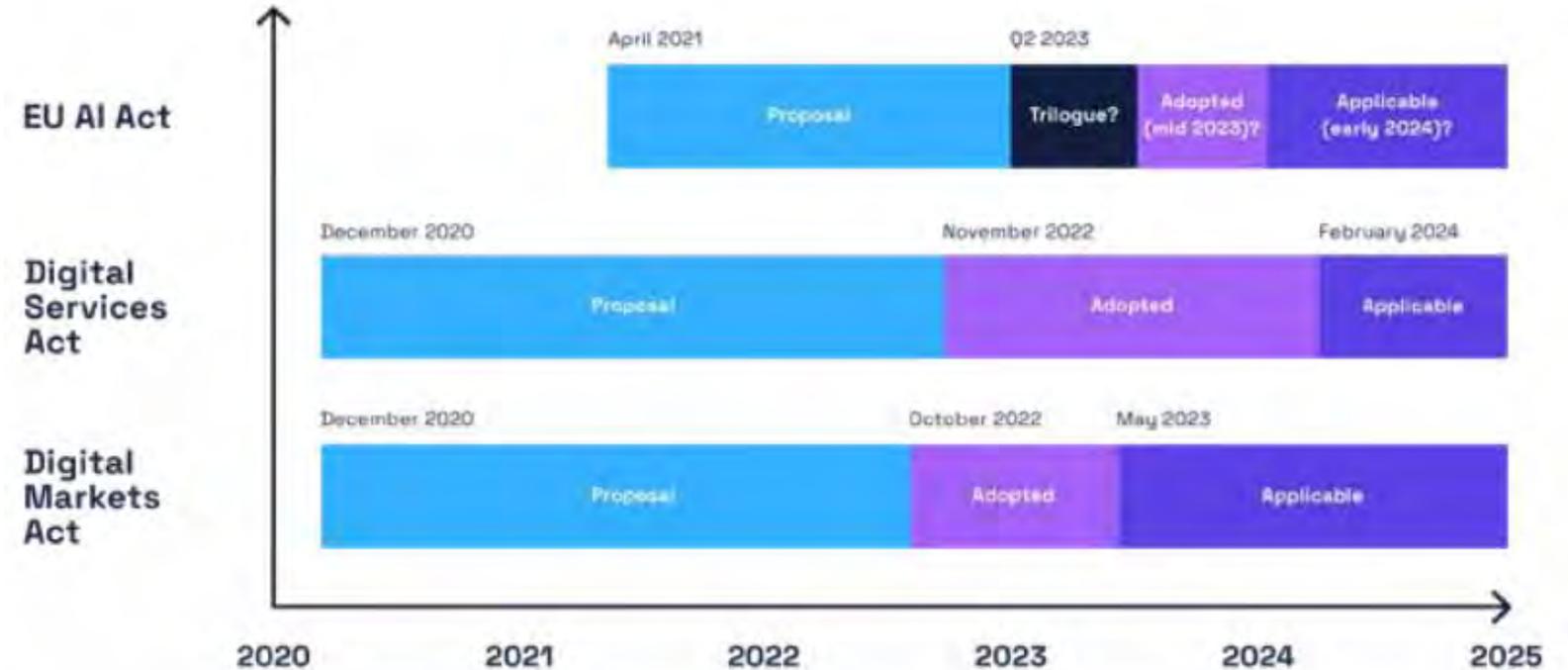


- The EU AI Act(2021) in a way had inspiration from two protocols that were adopted by the European Union Parliament. These two protocols were the initial contact towards creating a better understanding of how to monitor digital spaces, which now include AI tools and systems. These are the Digital Services Act(2021) and Digital Markets Act(2021), that together forms the Digital Service Act package(2021). As these two protocols are intended to be viewed together, their aim was to create a safer digital space where the fundamental rights of users are protected and establish a level playing field for businesses.
- The collective impact of the EU AI Act, the DMA and the DSA would be significant towards creation of safe and ethical usage of AI especially in the EU [Holistic AI \(2022\)](#). These are three pieces of robust legislation that will work to ensure companies are not misusing AI or leveraging innovative technology unchecked to (knowingly or unknowingly) promote harm whilst also standardising a risk management approach in AI governance.
- Though the EU AI Act(2021) was proposed to impact the different AI tools and systems across sectors, it has also impacted specific AI systems such as generative AI tools and systems which are one of most popular AI related tools to use across various sectors. The EU parliament members had agreed to bring generative AI systems under greater restrictions where developers of AI systems would be required to submit their system for review before its commercial release as well as going through strict policies of copywriting materials for the development of their systems ([CNBC, 2023](#))
- In view of the greater restrictions placed on generative AI systems after the adoption of EU AI Act(2021), EU parliament members also backed up various protocols pertaining to generative AI systems to give emphasis on transparency and safety rules, as mentioned in an article by [Tech Crunch, 2023](#)

Current policies/guidelines in the European Union(EU)

The EU AI Act

- The graph describes a timeline for the three guidelines and protocols for AI regulations in EU as well as their predicted application into the governmental system.
- According to the graph, the EU AI Act (2021) is predicted to be applicable early in 2024.
- However, some experts predict the adoption of the act by 2025, giving the reasoning of the looming European Parliament elections that could affect the acceleration of its adoption [Mayer Brown Law Firm \(2023\)](#).



Source : [Holistic AI report](#)

Current policies/guidelines in the European Union(EU)

The EU AI Act



What Businesses Need to Know About the AI Act? (Holistic AI, [2023](#))

- The EU AI Act is set to have implications for providers of AI systems used in the EU, whether they are located in the EU or a third country.
- The legislation also applies to deployers of AI that are established or located in the EU and distributors that make AI systems available on the EU market. There are also implications for entities that import AI systems from outside the EU, as well as product manufacturers and authorised representatives of providers and operators of AI systems. Therefore, the Act will have a global reach, affecting many parties around the world involved in the design, development, deployment, and use of AI systems within the EU.
- In the interests of balancing innovation and safety, AI systems used in research, testing and development will be exempt from the legislation, providing that they are not tested in real-world conditions and that they respect fundamental rights and other legal obligations.
- Public authorities of third countries and international organisations working within international agreements and systems exclusively for military purposes will also be excluded, along with AI components provided under free and open-source licenses unless they are foundational models.

What could the new AI Act in Europe mean for today's marketers? (CMS Wire, [2022](#))

- Data privacy is a major concern for marketers, with stricter regulations likely to be imposed on handling consumer data.
- The new Act aims to govern and monitor advanced technologies, including automation, artificial intelligence, and machine learning.
- Some view data privacy requirements as an opportunity for brands to personalize advertising and improve customer experiences while reducing waste and noise in media networks.
- Some experts believe that the Act will encourage companies to rigorously verify and validate AI products before release, slowing down progress in a positive way.

Current policies/guidelines in the UK

Pro-Innovation approach for AI regulation



- In response to guidelines by other countries, the UK government released a white paper framework titled [“Pro-Innovation approach for AI regulation” \(2023\)](#).
- The White Paper is based on a principle-based framework that uses existing legislative regimes, without introducing new legislation, to future-proof the regulations according to AI trends, opportunities, and risks. These principles are: (a) Safety, security and robustness towards AI system and their regulation with the risks and safety involved, (b) Transparency towards the access to the decision-making process of the AI system to promote trust among the public members (c) Fairness towards understanding that regulators need to ensure ways to provide clear compliance of the AI system with fairness with other AI systems and tools, (d) Accountability and governance established towards AI systems and tools to ensure effective oversight of AI systems with clear expectations of the regulations being followed and (e) Contestability towards third parties and regulators when the outcome is deemed risk-based decision.
- As mentioned in the [Pro-Innovation for AI \(2023\)](#) framework in the UK, the five principles will initially be issued by the government as non-statutory, with the government providing resource support to the regulators of said AI systems and tools. This implementation period would give an opportunity to see the effectiveness of the principles in supporting innovation of AI systems and tools while also addressing risks associated with. It is also based on a set of cross-sectoral principles that aim to encourage responsible AI design, development, and use, covering safety, transparency, fairness, accountability, and contestability.
- This approach diverges from the EU’s detailed and prescriptive AI Act, which regulates AI systems based on their level of risk to humans. The Framework applies to developers, deployers, and users of AI systems across the UK and focuses on adaptivity and autonomy in AI systems rather than regulating the technology itself.

Current policies/guidelines in the UK

Pro-Innovation approach for AI regulation



The graph describes the way that the Pro-Innovation for AI (2023) framework states its clear objectives, characteristics, framework design as well as the approach to implementation, which all correlate to the UK becoming a global leader in AI and promote ethical innovation in AI systems.

Source: *Pro-Innovation for AI(2023) framework*

Current policies/guidelines in the UK

Pro-Innovation approach for AI regulation

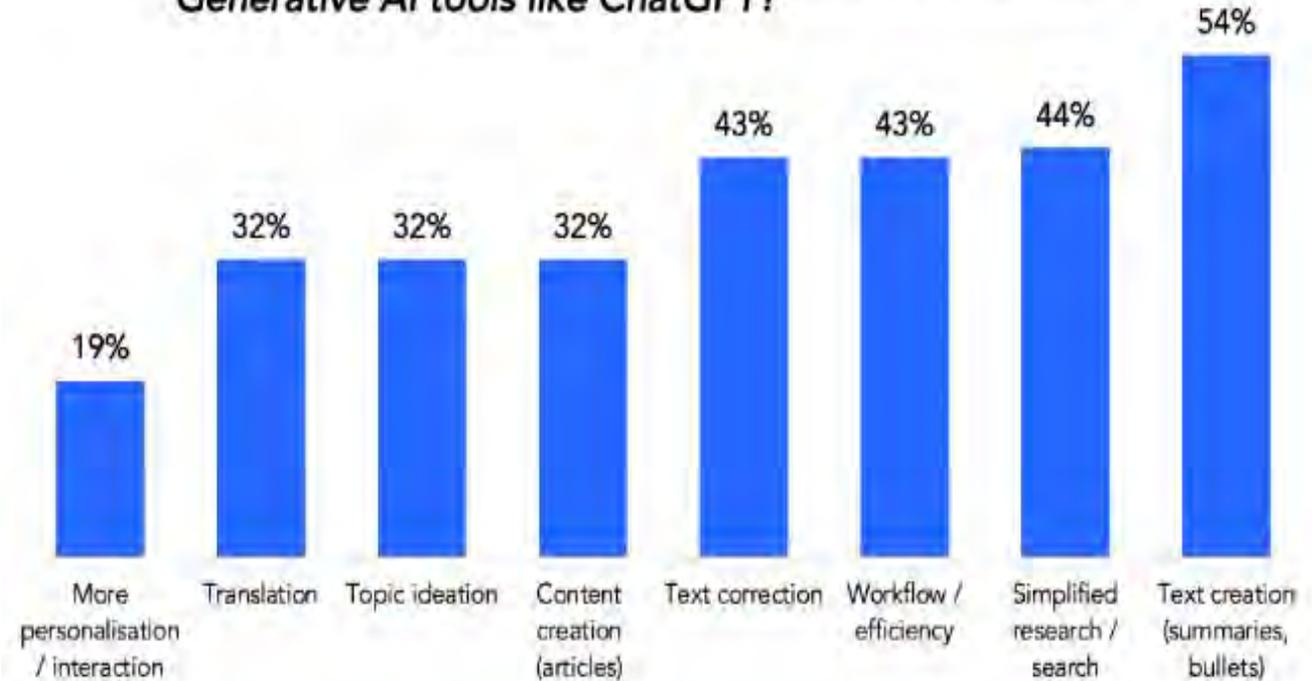


- The Pro-Innovation for AI regulation (2023) framework was proposed to be implemented across different models that are used in AI systems and tools. And among those, the framework specifically mentions the use of LLM systems such as generative AI models to also fall within the scope of this framework and the limitations that its regulators must follow. Transparency was identified as one of the appropriate measures to start to address the risks involved with LLM systems and Generative AI systems.
- A guidance for civil servants towards the usage of generative AI systems/tools and LLM models has been published recently ([2023](#)). It proposes some principles for civil servants to apply, its practicalities and the government's wider approach to generative AI. The guidance is also set to be subjected for review after six months to address the emerging practices and policies for better understanding these technologies.
- This guidance also approaches the use of AI systems in both a positive and cautious manner, while also exploring practical scenarios. It urges to control the input of sensitive information or personal data into said tools and to maintain compliance with principles of GDPR for data usage. They also mention the positive use of these generative AI systems to assist in the work but provides caution and guidance towards its appropriate usage. It also cautions the users about the outputs from said generative AI models to be susceptible to bias and misinformation and should be checked and cited appropriately.

Current policies/guidelines in the UK in specific sectors

- Since the use of AI in the communications sector has seen a transformation, communications agencies like [Ofcom \(2023\)](#) have stated the benefits of generative AI tools, the risks within that sector as well as its growth towards creating better usage and policies for guidance. These suggestions all go back to understanding the different uses of generative AI tools as well as its risks.
- WAN-IFRA - World Association of News Publishers conducted a survey to understand the use of generative AI tools in the news media industry. 49 percent of the participants had said that their newsrooms use generative AI tools. However, with the increasing usage, the importance towards creating guidelines is still far behind as only 20 percent of the participants from an interview had reported to set guidelines for its use in their companies ([Journalism.co.uk, 2023](#))
- The graph shows, for example, the different ways that newsrooms use generative AI tools. 54 percent reported to be using it for text creation like summaries and 44 percent reporting to use it for simplified research.

In what ways is your newsroom actively working with Generative AI tools like ChatGPT?



Source: [Journalism.co.uk \(May,2023\)](#)

Current policies/guidelines in the UK



Other frameworks, principles or guidelines are being developed by different organisations.

- Universities have stated their views and guidance towards usage of Generative AI tools, with having a more integrated outlook than the initial skeptical one. These universities include the 24 Russell Group research-intensive universities who have agreed to join in setting up guiding principles to ensure that their students and staff are AI literate. They have reviewed their policies towards generative AI tools and produced guiding principles towards the inculcation of AI systems and their usage in higher education. The guiding principles state that the universities will support both staff and students; the staff will be equipped to help students use generative AI tools appropriately; the universities will adapt teaching and assessment methods to incorporate “ethical” use of AI and ensure equal access to it; the universities will ensure that academic integrity of its usage can be appropriately held, and the universities will share the best practices together as the technology evolves ([The Guardian, 2023](#))
- Along with the universities, the UK government is also committed to creating a code of practice for generative AI companies ([Computer Weekly, 2023](#)) to facilitate the different materials such as copyrighted materials and their safeguarding with specific legislations working, especially in the creative sectors like marketing and advertising.
- With support from research as well as industry leaders, the government published a [Guidance on Data ethics and AI \(2020\)](#) that provided a collated guidance structure for data ethics and AI guidance developed for the use of public sector bodies and how generative AI tools need to be governed within different sectors. This collection of frameworks involved a variety of sectors, public and private, while maintaining the concept of ethical principles and use of the data and AI systems.

Current policies/guidelines in the UK



Other frameworks, principles or guidelines are being developed by different organisations.

- Companies like the Society for Human Resource Management (SHRM), that work to support other companies to create better workplaces, have also compiled guidelines for the usage and policies for generative AI tools that can be adopted by employees ([Paul Bergeron, 2023](#)). These guidelines urge HR experts to adopt sets of values such as weighing the risks while using generative AI tools, fact checking the necessary information for the employees as well as other opinions on how workplaces can better shift towards the new age use of generative AI tools in their companies for their employees.
- There have been guidelines that companies have produced to ensure that ethical usage of generative AI tools is consistently followed. For example, an article by Contently ([Gocklin, 2023](#)) stated that the implications towards using AI in the copywriting and content creation sector and its ethical standards would be necessary to address as soon as possible, with large debates taking place in the area.
- A [Deloitte report \(Kruger & Lee, 2023\)](#), mentions the different risks and ethical considerations that pertain towards generative AI tools and the need for these protocols to be addressed. But the implementation of said protocols comes as an immediate need for governance towards its use by employees, difficulty in changing older systems, data security, scaling the AI system into the existing ones being some of them mentioned in an article by IMD ([Watkins & Weissbeck, 2023](#)).
- In the communications and media sectors, companies have also started developing their own ethical codes of using generative AI. Top advertising companies like [Media.Monks](#) and [Ogilvy](#) have formed integrated protocols for the use of generative AI tools in their digital space to create and regulate content relating to redundancy associated with them, sample biases of issues as well as copyright infringements and maintenance of employment by teaching those systems to employees ([Bradley, 2022](#)).

Barriers within the use of AI



There are certain barriers towards use of AI systems in general and generative AI models in different sectors especially PR, advertising communications and marketing sectors.

- In terms of implementation of different guidelines in the marketing industry, generative AI tools call for a more regulatory practices in terms of its ethical use as mentioned by Forbes ([Hutchinson, 2022](#)). This gives the idea that with the ever-evolving marketing field, the question of ethics in marketing and AI becomes a huge barrier for its advancement in the sector.
- According to [Harvard Business Review 2023](#), copyright ownerships have caused debates and plays a big part into understanding why there is a huge need to promote the ethical usage of AI systems and tools.
- Many companies like Samsung previously also reported to have banned their staff from using generative AI tools like ChatGPT due to such confidentiality issues they had faced in the past ([Bloomberg, 2023](#)).
- With legality issues pertaining to copyright issues that arise with the use of generative AI tools in creative sectors like advertising and marketing, there is currently no universally accepted method for determining copyright ownership of AI-generated works ([Postly, 2022](#)).
- However, as these legal issues came into light, the challenges for solutions surrounding generative AI is evident more than ever and countries have tried to find solutions towards them. For example, the United States Copyright office ([2023](#)) stated in a legal case that it would not register the work that is not the product of “human authorship”. This legal case promoted the debate about not providing copyrights to the works that make use of AI systems in their process.
- And the European Union had a different approach when dealing with copyright legal issues in creative industries. They published the [Copyright Directive \(2019\)](#) which gave protection to AI generated works in various industries while also acknowledging the different protocols that must be followed such as transparency for the data and ownership as well.



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PART 2 : Tools, resources and empirical research

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Tools & Resources

The Alan Turing Institute



- Until ethical frameworks are developed for particular generative AI models within specific sectors, it is the recommendation of academics including [Rivas & Zhao \(2023\)](#) and [Auld et al., \(2023\)](#) for organisations to repurpose existing frameworks to their sector.
- In 2019, the Alan Turing Institute created a guide for the responsible design and implementation of AI systems in the public sector. While its focus is on the public sector, many of the principles and strategies it covers can also be applied to the private sector. The Alan Turing Institute suggests the use of the following building-blocks to ensure that societal and ethical impacts of using AI are considered and managed on an ongoing basis ([Leslie, 2019](#)).

Ethical Platform for the Responsible Delivery of an AI Project



Tools & Resources

The Alan Turing Institute – FAST Track Principles

Once the SUM values have been considered, the Alan Turing Institute recommends using ‘FAST Track Principles’ as a guide to the implementation of AI. The aim of these principles is to help establish a tangible set of goals reducing the risk of harm and ambiguity in accountability within every part of the process ([Leslie, 2019](#)).

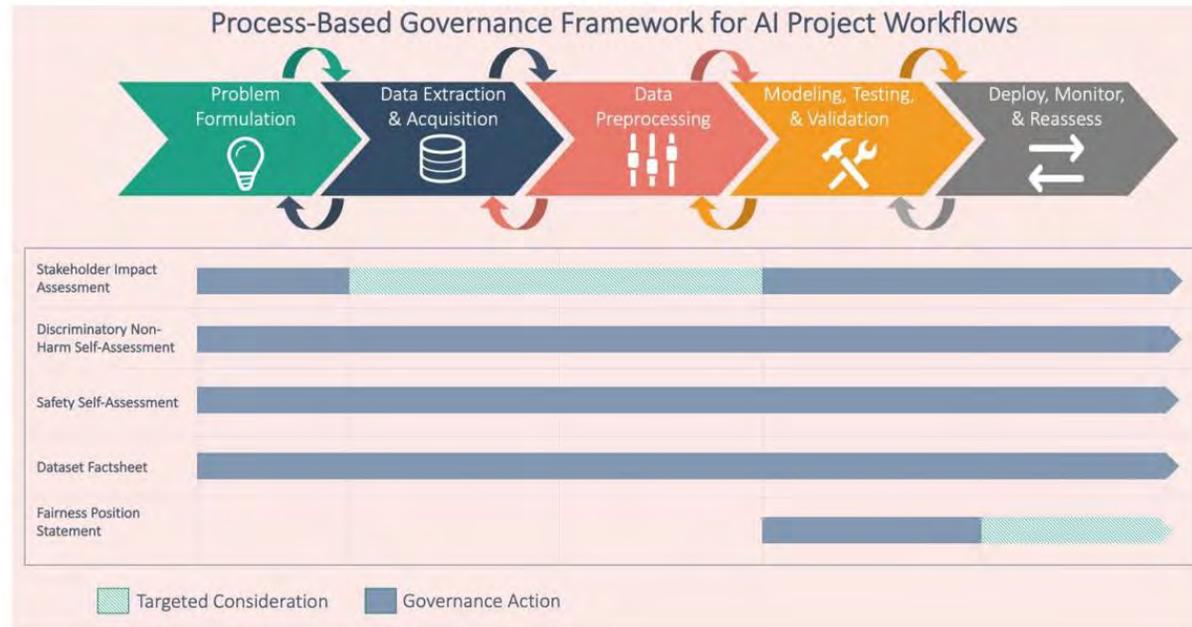
FAST Track Principles



Tools & Resources

The Alan Turing Institute – PBG Framework

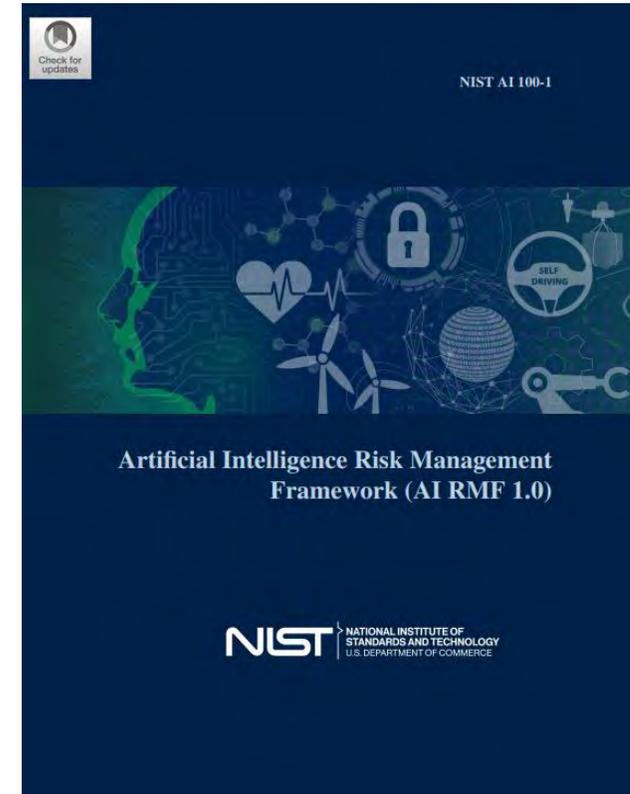
To assist in the adoption and effective use of the SUM values and the FAST track principles, the Alan Turing Institute advises forming a process-based governance (PBG) framework. This framework aims to lay out an overview of the project, alongside the responsibilities of each team member and a timeline of when each governance action needs to be considered, monitored or evaluated ([Leslie, 2019](#)).



Tools & Resources

Artificial Intelligence Risk Management Framework

The Artificial Intelligence Risk Management Framework (AI RMF) was developed by the National Institute of Standards and Technology in the United States to provide a “voluntary, rights-preserving, non-sector specific, and use-case agnostic” flexible AI ethical framework to “organizations of all sizes and in all sectors and throughout society” (National Institute of Standards and Technology, 2023, p. 2).



Artificial Intelligence Risk Management Framework - Harm

The AI RMF is split into two main processes. The first is designed to help companies identify the potential harm that irresponsible handling of AI can inflict, alongside the key virtues that need to be upheld (validity and reliability, safety, security, accountability and transparency, explainability and interpretability, privacy and fairness) ([National Institute of Standards and Technology, 2023](#)).



Fig. 1. Examples of potential harms related to AI systems. Trustworthy AI systems and their responsible use can mitigate negative risks and contribute to benefits for people, organizations, and ecosystems.

Tools & Resources

Artificial Intelligence Risk Management Framework – Risk Management



The second section of the AI RMF provides companies with a series of processes with the core functions of governing, mapping, measuring and managing the ethical use of AI—through rigorous testing, evaluation, verification and validation (TEVV) (National Institute of Standards and Technology, 2023).

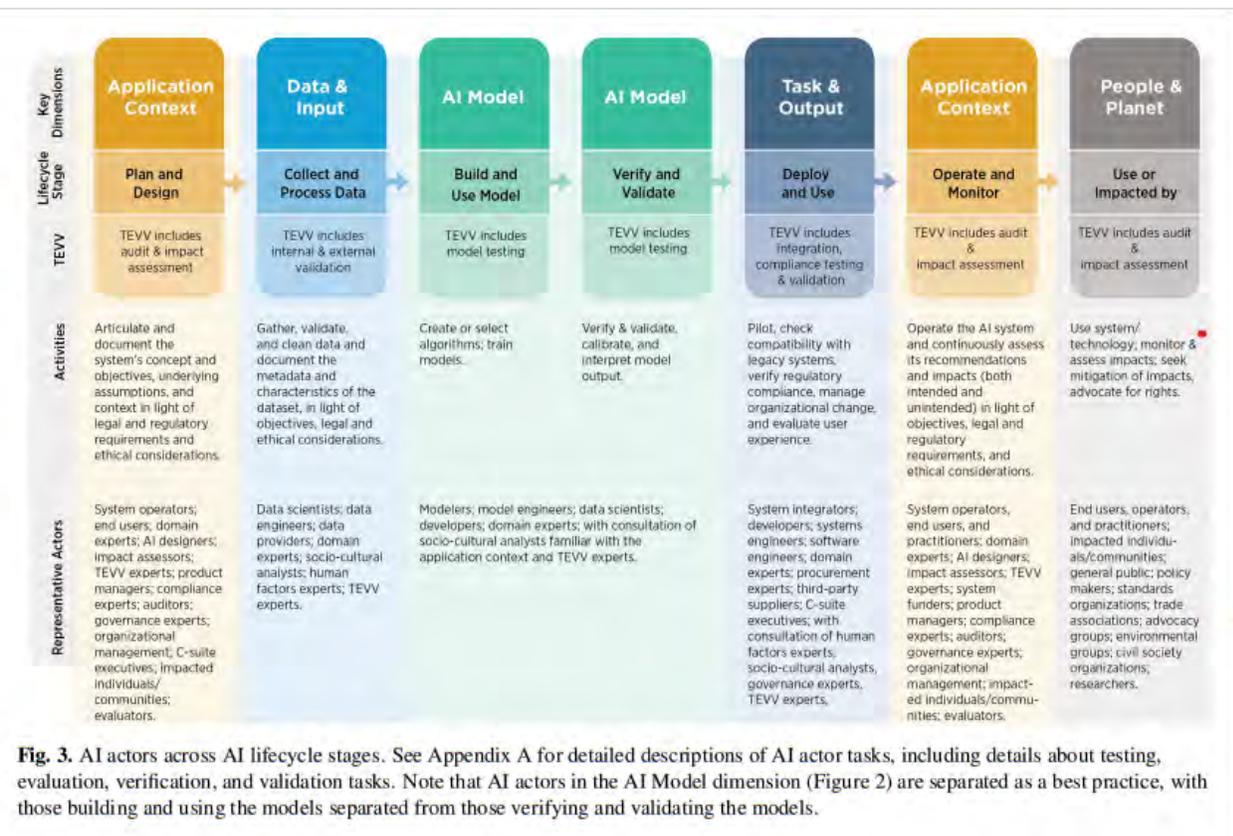


Fig. 3. AI actors across AI lifecycle stages. See Appendix A for detailed descriptions of AI actor tasks, including details about testing, evaluation, verification, and validation tasks. Note that AI actors in the AI Model dimension (Figure 2) are separated as a best practice, with those building and using the models separated from those verifying and validating the models.

Empirical Research



We did not find many references derived from empirical research in the marketing, PR or communication sectors. Most of the following references and case studies employed critical literature review

- Marketing with ChatGPT: Navigating the Ethical Terrain of GPT-Based Chatbot Technology ([Rivas & Zhao, 2023](#))
- Comparing scientific abstracts generated by ChatGPT to real abstracts with detectors and blinded human reviewers ([Gao et al.](#))
- [ChatGPT: A comprehensive review on background, applications, key challenges, bias, ethics, limitations and future scope Ray \(2023\)](#)
- A Practical Guide to Building Ethical AI ([Blackman, 2020](#)),
- Transcriptivism: An ethical framework for modern linguistics ([Kibbey, 2019](#)).
- Opinion Paper: “So what if ChatGPT wrote it?” Multidisciplinary perspectives on opportunities, challenges and implications of generative conversational AI for research, practice and policy ([Dwivedi et al., \(2023\)](#))
- The dark side of generative artificial intelligence: A critical analysis of controversies and risks of ChatGPT ([2023, p.14](#)).



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PART 3 : Key insights and recommendations

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Key insights



- The debate about the use of ethical AI systems has become very prominent, with the different advancements produced in the field. However, initiatives have been urged to meet the need for the developing AI systems, especially generative AI and develop them in a way that can be ethically sustained and governed.
- Some countries like USA, UK, Singapore, China and countries in the European Union(EU) are at the forefront of this revolution for creating ethical frameworks to govern different AI systems, like generative AI, that span to all sectors. They have proposed different frameworks and policies that can be used by organisations across these countries as a form of a roadmap for guidance towards creating and maintaining these initiatives. Different frameworks from US, EU and UK were presented in this report, however, they lack clear implementation records (and lessons from those exercises) . There are also resources that have been produced by governments in different countries to provide companies in different sectors proper guidelines and benefits. One such resource that was published as a framework The Artificial Intelligence Risk Management Framework (AI RMF) which was published to provide a flexible AI ethical framework to different organisations of all sizes and in all sectors and throughout society. This AI RMF framework can be used until new frameworks are developed for specific AI models in our sectors in the UK.
- In terms of the ethical standpoints of generative AI systems in different sectors, the PR and communications sector saw a huge benefit towards generative AI tools but at the same time, it faces many risks like copyrights infringement as the technology continues to develop, according to [Ofcom \(2023\)](#). News media industry also saw an increase in the use of generative AI systems such as using it to produce text summaries and content, which poses the question about the ethics behind the data that was generated and used.
- And to be able to tackle barriers associated with the ethical use of AI systems and tools, the need to establish frameworks surrounding its ethical use is important. The Alan Turing Institute method is an option.
- Though industry leaders are trying to work through these ethical issues surrounding generative AI systems and their integration by formulating guidelines for their use, research by academics showcases the need for decision makers within marketing, PR and advertising firms in the UK to begin dedicating resources to both the implementation of an ethical framework guiding the use of AI, and into education and training to upskill their existing employees. This would really help to establish a more proper functioning and set up for ethical standards for different AI systems.

Some opportunities we spotted



- **Educate and Train Marketing Professionals:** Companies in the marketing, PR and communications industry should invest in educating and training their employees about the ethical implications of using AI systems, particularly generative AI. This will help them understand the potential risks and challenges and equip them with the knowledge and skills to make responsible decisions using AI tools.
- **Develop Industry-Specific Ethical Frameworks:** While some countries have already proposed AI frameworks, these sectors should work collaboratively to develop industry-specific ethical guidelines tailored to its unique challenges and opportunities. These frameworks can provide clear directions for using AI responsibly while considering copyright issues, data ethics, and potential biases.
- **Emphasise Transparency and Accountability:** companies should prioritise transparency in their AI-driven processes and decision-making. They should be open about using AI tools and disclose to consumers when AI-generated content is being used. Additionally, companies should be accountable for the outcomes of AI-generated content and take corrective action if needed.
- **Engage Stakeholders:** Companies should involve all relevant stakeholders, including consumers, regulators, and industry experts, in the development and implementation of ethical AI guidelines. This collaborative approach ensures that diverse perspectives are considered, leading to more comprehensive and effective ethical frameworks.
- **Regularly Review and Update Guidelines:** Ethical considerations and technology are constantly evolving. To remain relevant and practical, marketing, PR and communications agencies should periodically review and update their ethical guidelines to address emerging challenges and opportunities in the AI landscape.
- **Prioritise Data Ethics:** Data is a crucial component of AI systems. Compliance with relevant data regulations is essential.
- **Promote Responsible AI Research:** Companies in this industry should support and encourage research focusing on responsible AI development and ethical AI practices. This will contribute to a collective understanding of AI ethics and best practices.
- **Lead by Example:** Marketing, PR, advertising or communications companies should adhere to ethical guidelines and promote responsible AI practices. Committing to ethical AI will set industry standards and foster trust among consumers and stakeholders (related as well with reputational capital)