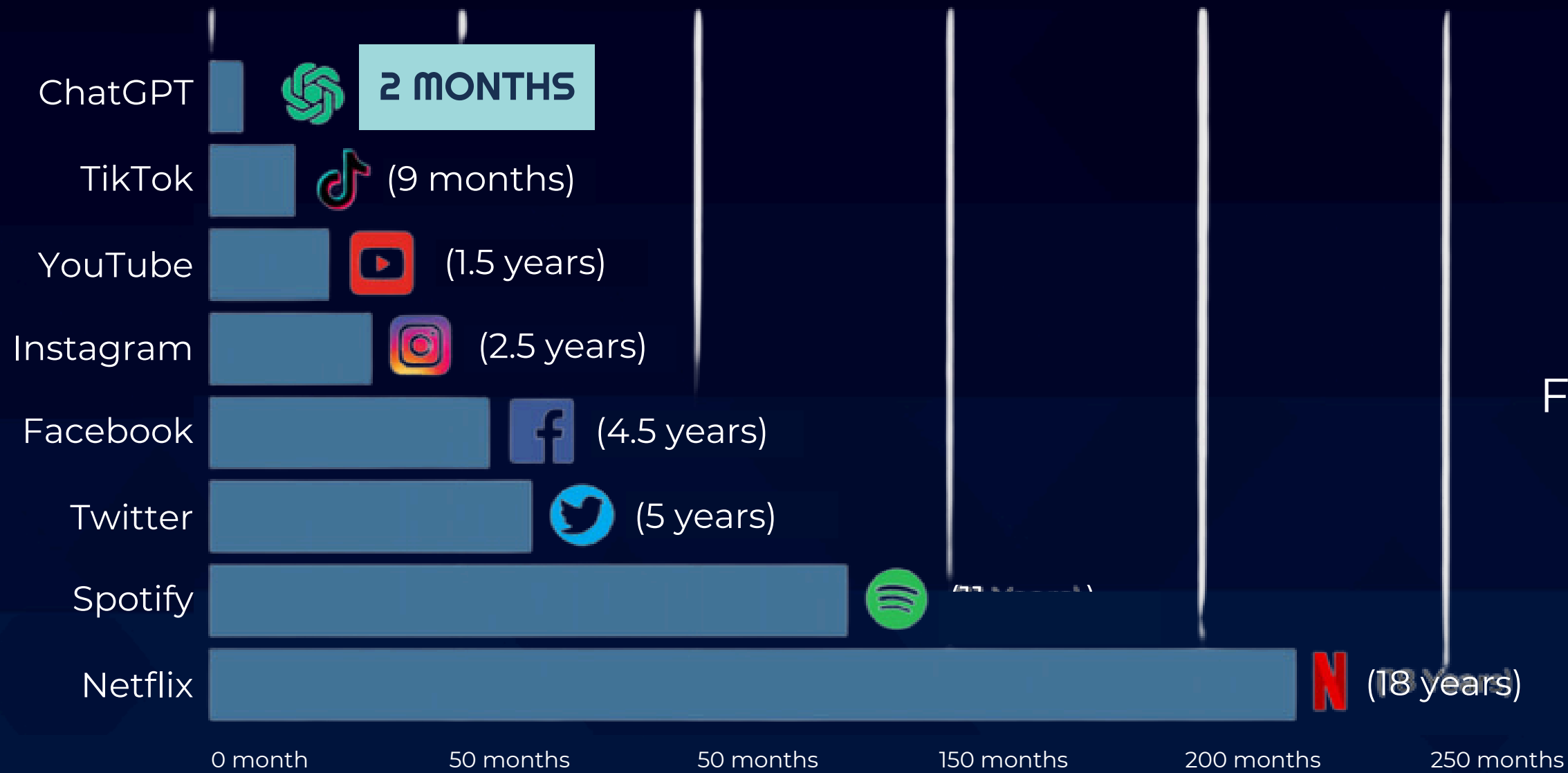
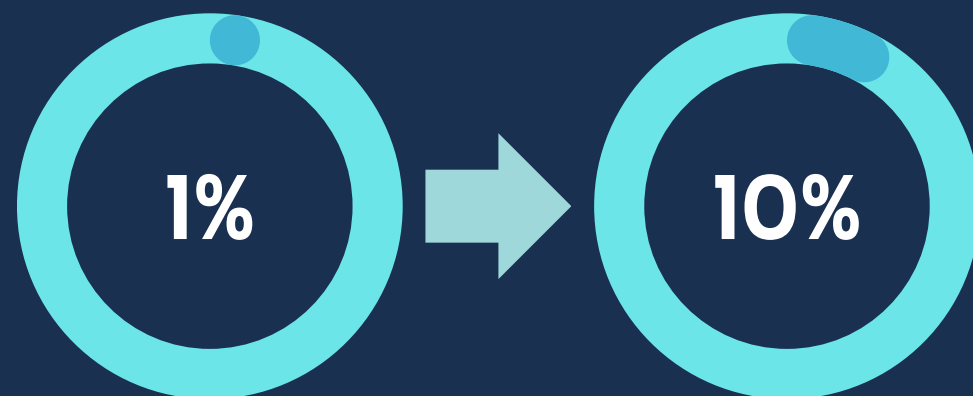




Adoption rates of AI



ChatGPT reached over **100 million active users** within **2 months**.
The highest adoption rate of any application in the past 10 years.
Facebook took **4.5 years** to achieve this.



of all data produced will be **generated by AI** by **2025**, up from **less than 1%** today.

Ref:
KPMG



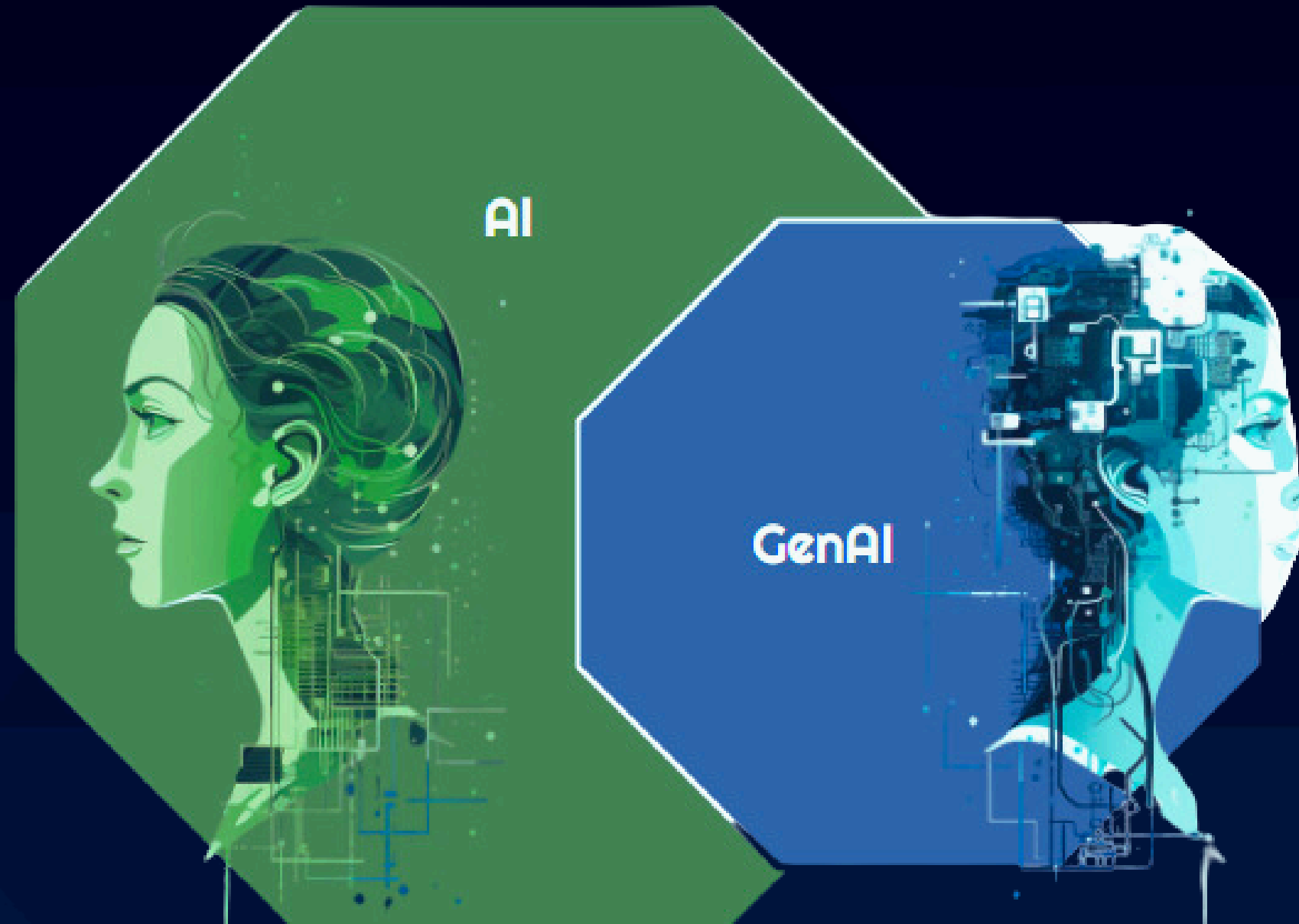
What is GenAI?

Artificial Intelligence (AI)

is the defined ability to acquire and apply knowledge.

It's kind of like the ability to “tell” you what it “sees”.

Traditional AI aims to perform specific tasks based on predefined rules and patterns.



Generative AI (GenAI)

is a subset of AI, but with increased capabilities.

GenAI represents a major evolution in AI.

GenAI tools are designed to create new content that resembles human-made content.



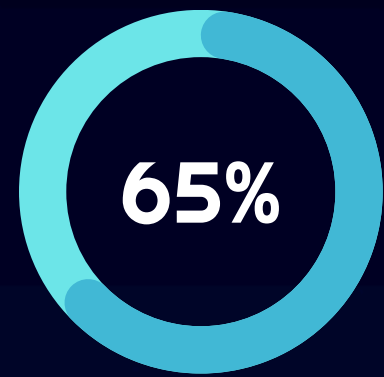
Did you know?

You've actually been using AI in your everyday life for a while.

Things like auto-complete suggestions, personalised recommendations on shopping websites, or social media algorithms recommending friends are all driven by AI systems.



Workplace adoption of AI

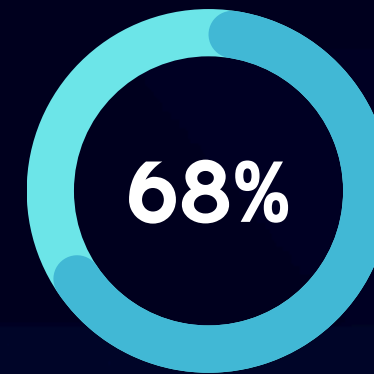


of executives believe generative AI will have a **high or extremely high** impact on their organisation in the next **3-5 years**, far above every other emerging technology.

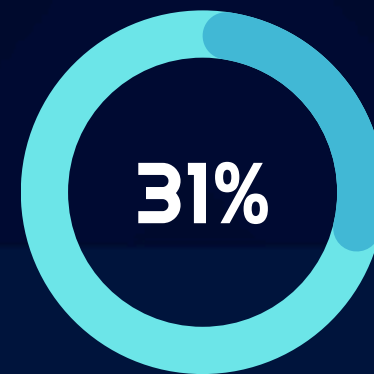


say they are still a **year or two** away from implementing their first generative AI solution.

Ref:
KPMG

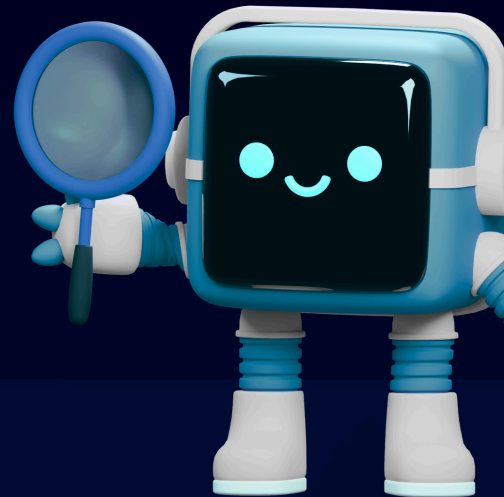


of employees have **already deployed** generative AI in their work.



of employers **have implemented** generative AI tools.

Ref:
Adobe ANZ



In Australia and New Zealand, only **3 in 10 brands** have adopted generative AI, compared to almost **7 in 10 employees** claiming to have used generative AI in their work.



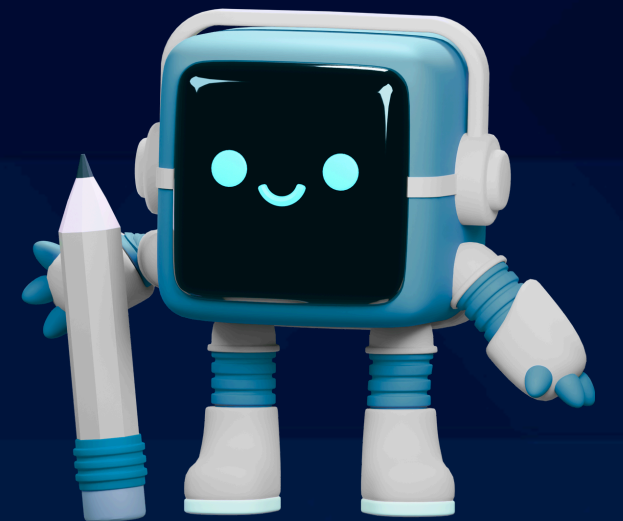
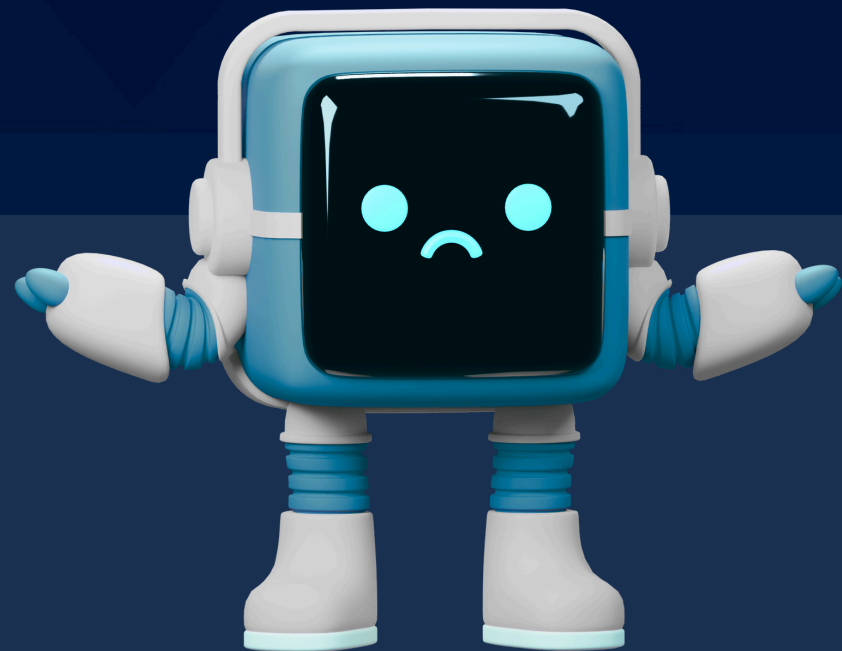


Liability when AI systems make mistakes

Establishing AI's legal liability is philosophically and legally murky.

Considerations might be:

- Whether AI has legal personhood.
- Adapting existing legal frameworks like copyright and patent law to AI.
- How to assign responsibility between AI and human actors.



Some argue AI isn't a **conscious being** that can be held liable, while others believe AI making decisions should be accountable for consequences **like any other entity**.



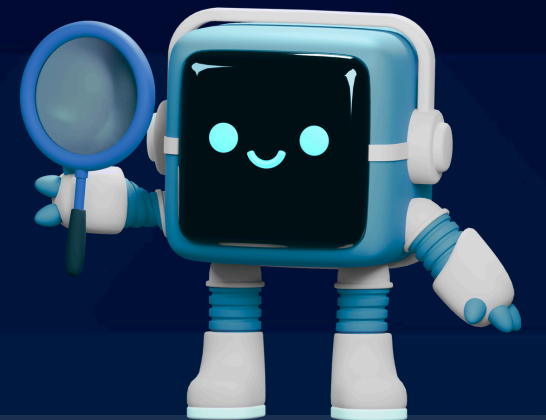
Ethical Issues

Major ethical issues that need to be addressed with AI include:



- ☐ Informed consent for data use.
- ☐ Safety and design transparency.
- ☐ Algorithmic fairness and bias.
- ☐ Data privacy.
- ☐ Ethical professional use.

Information handling practices associated with using GenAI are often complex.



Outputs from GenAI models may contain **personal and sensitive information**, including **misleading** or **inaccurate** information about an individual. These fabrications are referred to as **Hallucinations**.



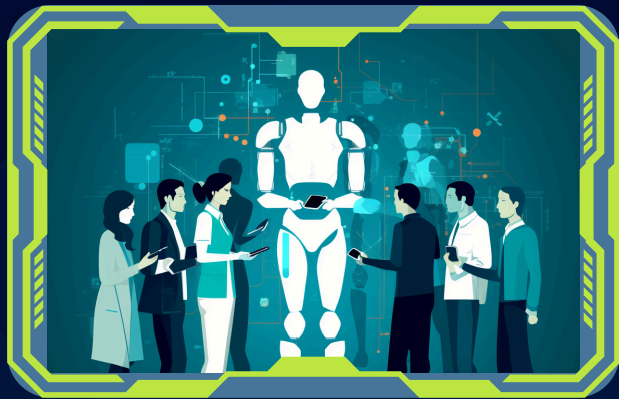
What are the risks of these tools?

These AI systems learn from data they are trained on.
If that data is limited or biased, it can lead to biases in the tool's outputs.



1. Hallucinations

The generated content may contain outright false information, commonly referred to as hallucinations.



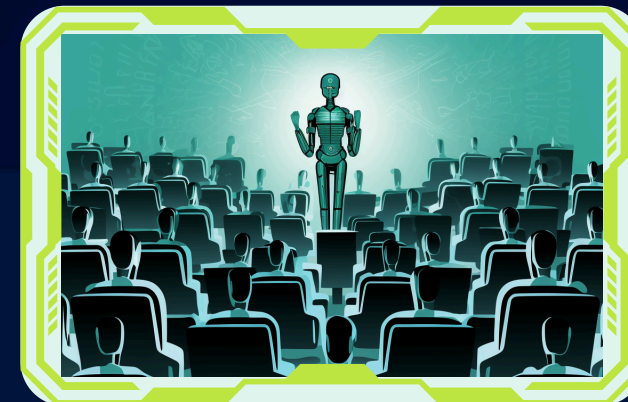
2. Privacy

Privacy violations from sharing personal or sensitive data or metadata.



3. Harmful Content

If the tool is poorly designed or trained on inaccurate / biased data, harmful content could be created.



4. Disinformation

Chatbots are vulnerable to the spread of disinformation which could result in harmful behaviours they weren't designed for.

Whilst GenAI tools can assist with many tasks, it's important to understand the risks involved. These tools are **artificial** and don't have **true human understanding**, despite their **seemingly advanced capabilities**.



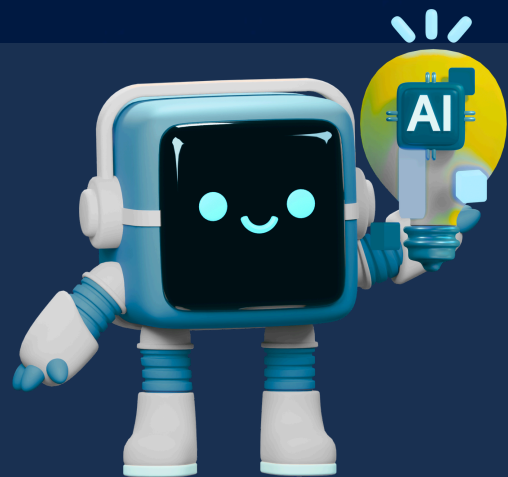
Global Collaboration

Global collaboration and common principles are needed to effectively govern AI, given its **cross-cutting impact across sectors.**

Recent efforts around the globe to tackle the changes brought on by the incoming AI wave:

- Organisation for Economic Co-operation and Development (OECD) AI Principles
- Proposed EU Artificial Intelligence Act
- Australia's eSafety Commission's Generative AI position statement

Comparison of AI governance to the global aviation regulatory system, with common rules and an international coordinating body: the International Civil Aviation Organisation (ICAO).



AI's cross-cutting impact across many diverse sectors makes a **single governing framework difficult.**

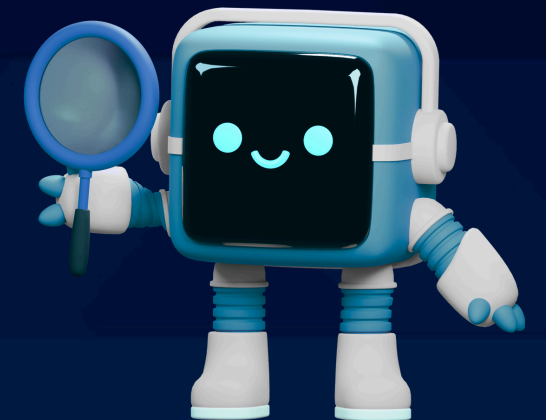


External Risks & Cybercriminals

Cybercriminals have embraced the malicious use of AI as these tools can be used to **significantly increase** the sophistication of social engineering attacks and other email threats, with no technical knowledge required.

Cybercriminals are drawn to the:

- Low barrier to entry for generative AI tools.
- Ability to rapidly create high volumes of malicious content.
- Increased sophistication of existing attacks (phishing, vishing, smishing, etc).
- Little technical understanding required.



Outputs from GenAI models may contain **personal and sensitive information**, including **misleading** or **inaccurate** information about an individual.



PODCASTS

www.phriendlyphishing.com



Stay tuned for more!

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