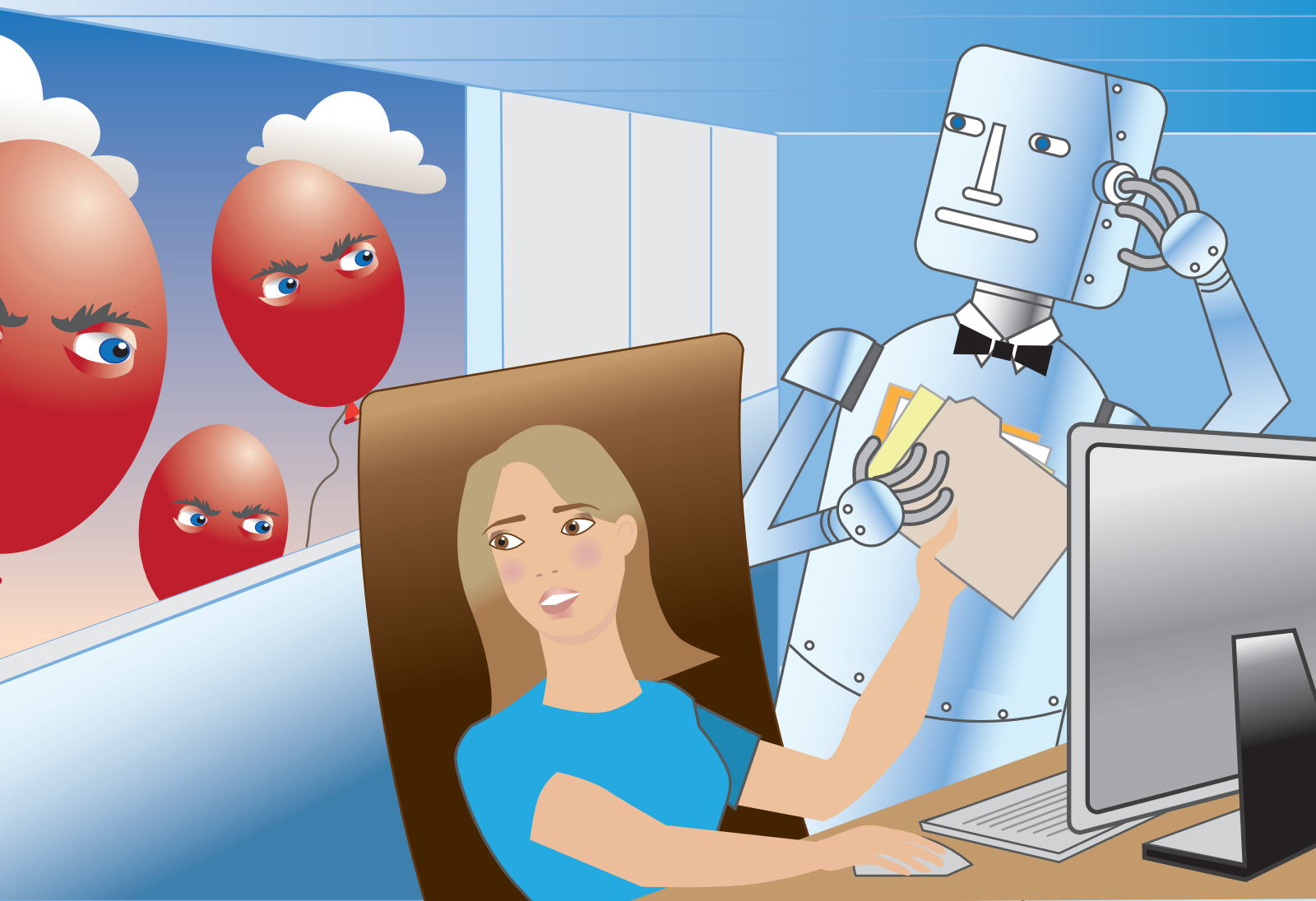


Being smart about machine intelligence

AI can improve lives, but there are tradeoffs

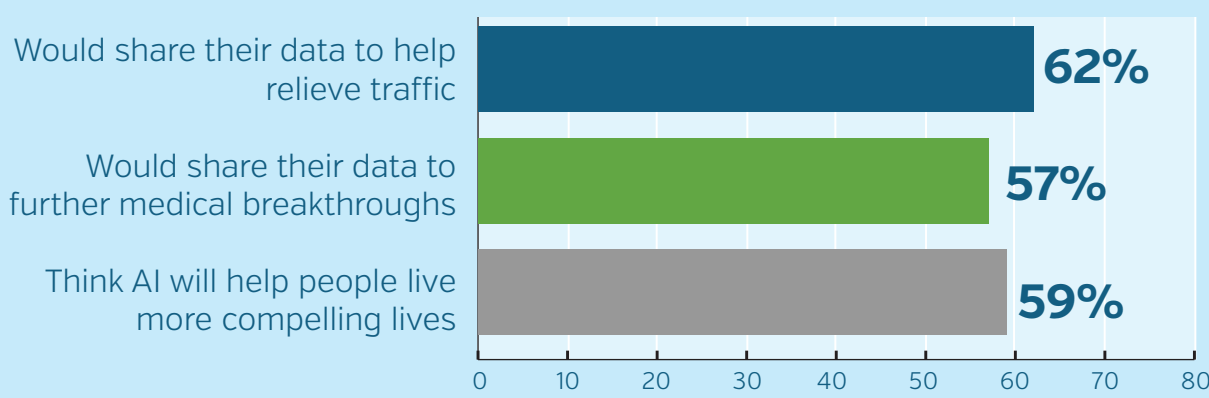
Artificial intelligence (AI) could affect consumer, business and government markets through medical breakthroughs, better service with lower costs, and by handling dangerous jobs. A PricewaterhouseCoopers survey of 2,500 U.S. consumers and business leaders explored attitudes toward AI and its implications.

Because data fuels AI, 87 percent of those surveyed expressed concerns about loss of privacy. To effectively use AI, consumers and companies must understand the data they have, the data they need, and how to keep that data safe.



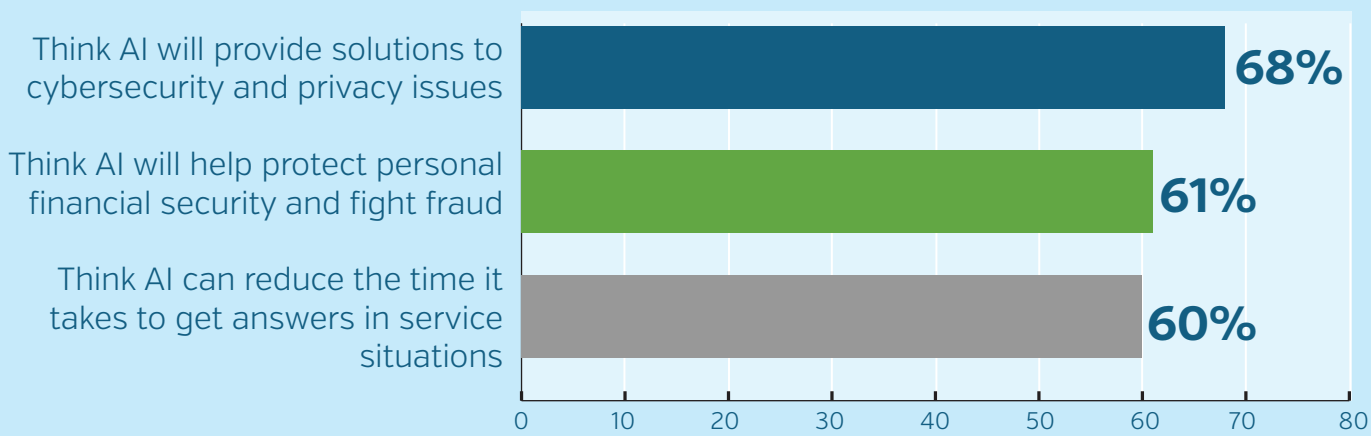
Sharing is caring

Some consumers would be willing to share personal information under certain circumstances.



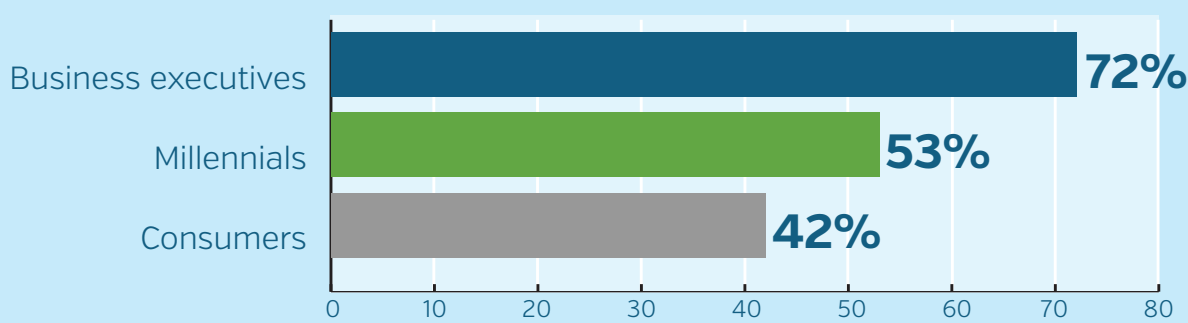
Getting a boost

Artificial intelligence could improve the safety of personal data, while improving personal service.



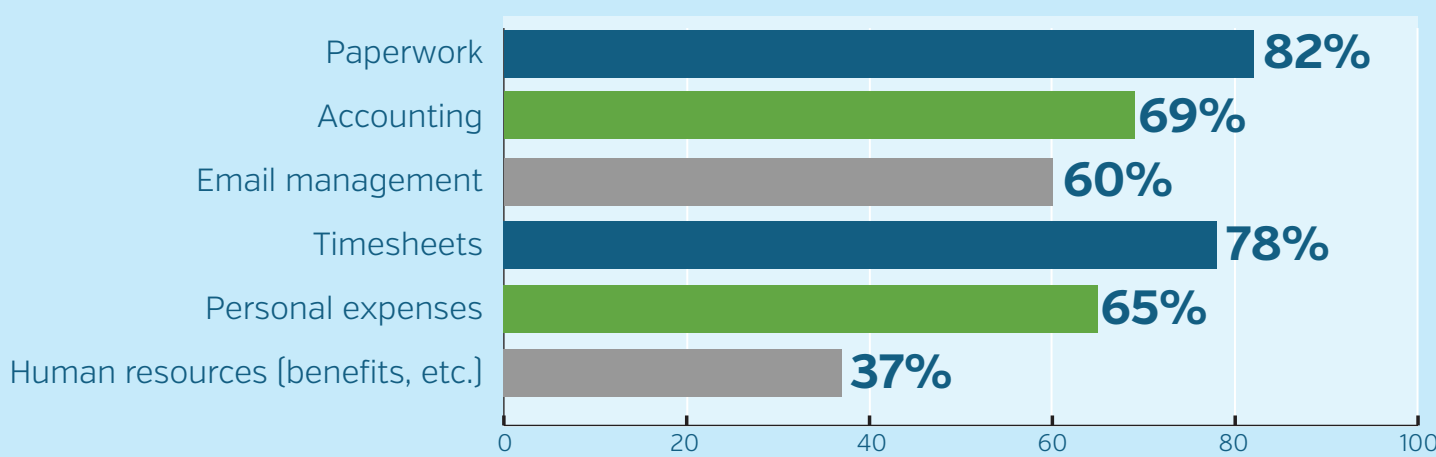
Privacy vs. convenience

Digital assistants are AI programs that help consumers perform tasks or services. However, to be most effective, consumers must allow them to know where they are at all times and to provide other personal data. Those using digital assistants include:



Bigger role in business

Executives expect AI to play a bigger role in the performance of business tasks, which could put some data at risk in case of a breach. Businesses could use AI to alleviate such tasks as:



Source: "Bot.Me: A revolutionary partnership - How AI is pushing man and machine closer together," a survey and report by PwC