

Generative AI

Data Protection Practitioners Forum

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What is the ICO doing to respond?

1. Policy and engagement work:

- Engaging with the most strategically important firms in the [GenAI](#) space.
- Refining policy positions and plans to update existing guidance.
- Responding to consultations, including DfE call for evidence.

2. Publications:

- Generative AI: eight questions that developers and users need to ask
- Don't be blind to AI risks in rush to see opportunity – ICO reviewing key businesses' use of generative AI

3. Joint-work:

- Upcoming joint statement with CMA to be released in Spring 2024
- Joint statement with G7 Authorities on [GenAI](#)
- DRCF Workshop on [GenAI](#)
- GPA Resolution on [GenAI](#)

4. Enforcement

- ICO issued Snap with Preliminary Enforcement Notice for potential failure to properly assess privacy risks of [MyAI](#).

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