

Q: Does the ICO have concerns about the use of large language models by law firms?

"AI has captured the world's imagination and it's right that businesses can see the opportunity it offers – but they mustn't be blind to the privacy and data protection risks. These risks could include data breaches, privacy violations or cyber-attacks.

"Organisations must ensure they're using AI in a way that is lawful and compliant. If customers or clients have entrusted their personal information to an organisation, they must protect it."

Q: Law firms would point to the productivity benefits of usage, how do you balance that while ensuring information is safe?

"With AI offering people countless ways to work more efficiently and effectively, the answer cannot be for organisations to outlaw the use of AI and drive staff to use it under the radar. Instead, companies need to offer their staff AI tools that meet their organisational policies and data protection obligations.

"We have a thriving AI market here in the UK and there are solutions available to meet every organisation's needs. Whatever AI solution they choose, they need to think about data protection from the get go and make sure that there are mitigations in place for the risks to people's information and their rights."

Q: Of course, generative AI is a novel, fast-developing technology. How easy is it for the ICO to regulate use of this effectively?

"AI has huge potential to transform businesses, public services and our everyday lives, which is why it is a top priority for the ICO. But while the technology evolves the principles of data protection - such as fairness, transparency, security and accountability - remain the same.

We've been regulating the development and use of AI for over a decade: scanning the horizon for technological developments, providing organisations with clarity on how the law applies and intervening rapidly where we have concerns, such as in Snap's "My AI" tool.

We're not resting on our laurels and will be launching a new strategy in the spring, to provide organisations with the clarity they need to

realise the significant opportunities of AI and novel technologies while protecting people from harm."