At a Glance:

Best Practice Guide for the Responsible Use of Generative AI in Advertising

This Best Practice Guide has been developed by the Online Advertising Taskforce's AI in Advertising Working Group to help advertising practitioners leverage Generative AI (GenAI) tools in a safe and ethical manner. This voluntary guide builds on key areas initially identified by the ISBA/IPA principles on the use of Generative AI and operationalises them.

GenAI is having a transformative impact on the advertising industry. The decision to create this guide was taken due to growing calls for more guidance to handle potential risks such as bias and privacy, and to provide clarity when disclosure is needed to improve transparency in its use.

What are the eight principles?

01.

Ensuring Transparency

Practitioners are encouraged to determine disclosure of AI-generated or AI-altered advertising content using a risk-based approach that prioritises prevention of consumer harm.

02.

Ensuring Responsible Use of Data

When using personal data for GenAI applications including model training, algorithmic targeting and personalisation, practitioners need to ensure compliance with data protection law whilst respecting individuals' privacy rights.

03.

Preventing Bias and Ensuring Fairness

Practitioners can help prevent discrimination by designing, deploying, and monitoring GenAI systems to ensure fair treatment of all individuals and groups.

04.

Ensuring Human Oversight and Accountability

Implement appropriate human oversight before publishing AI-generated advertising content, with oversight levels proportionate to potential consumer harm.

05.

Promoting Societal Wellbeing

Avoid using GenAI to create, distribute, or amplify harmful, misleading, or exploitative advertising content. Where possible, leverage AI to enhance consumer protection and advertising standards.

06.

Driving Brand Safety and Suitability

Assess and mitigate brand reputation risks from AI-generated content and AI-driven ad placement, ensuring GenAI systems align with your brand values and safety standards.

07.

Promoting Environmental Stewardship

When selecting GenAI tools and approaches, consider environmental implications alongside business objectives, favouring energy-efficient options where practical. Consider signing up to AdGreen to track your AI usage during production.

08.

Ensuring Continuous Monitoring and Evaluation

Implement ongoing monitoring of deployed GenAI systems to detect performance issues, bias drift, compliance gaps, or other concerns requiring intervention.

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