

# What you need to know about artificial intelligence and your privacy



Most people—63 percent—are unaware they use artificial intelligence technology on regular basis.<sup>1</sup> But AI is everywhere, from smart home personal assistants like Amazon Echo to the Siri on your iPhone. With AI, devices can answer questions, streamline tasks and get to know your personality and preferences. The information collected is gold to hackers and fraudsters alike. Follow these tips to protect yourself.

## Artificial Intelligence is Everywhere

### Smartphone personal assistants

- + Apple Siri, Microsoft Cortana, Google Assistant
- + 74% of people used voice search in the past month<sup>2</sup>

### Smart home personal assistants

- + Google Home, Amazon Echo
- + 56% of broadband households find smart speakers appealing<sup>3</sup>

### Interactive chat and help features (chatbots)

- + Google Allo, Facebook Messenger, Slackbots
- + 4 billion people use messaging apps monthly<sup>4</sup>

## How it works

1

Ask your question

2

AI “listens” and:

- + Sends your question to a server
- + Considers your history and current context
- + Sends a response back to your device

3

Gets to know you

4

More questions and interactions = more data = better, more personalized responses

5

It’s all about you (i.e., your data)

- + Questions + Statements + Location
- + Search history + Moods + Context
- + And more

## Privacy Risks

- + Hacking and data breaches (Company servers, data in transit)
- + Confusing, evolving terms and conditions
- + Some devices are always on (Home personal assistants)



## Protection Tips

**Limit sharing.** Think twice before disclosing important personal details.

**Limit use.** Turn off devices when not in use, or adjust settings to maximize privacy.

**Assume the worst.** AI can be hacked or breached like any other technology, so what you ask or say could show up in the future.

Suspect you’re a victim of identity theft? Contact your providers. Your bank, credit union, insurer or employer may provide identity management services from CyberScout.

**CYBERSCOUT**  
WE’LL TAKE IT FROM HERE™

[1] “Artificial Intelligence Is Here—People Just Don’t Realize It,” HubSpot, January 2017.

[2] Ibid.

[3] “Adoption of voice assistants such as Amazon Echo and Google Home more than doubles from 2015 to 2016,” Park Associates, March 2017.

[4] “Messaging apps have over 4B monthly active users,” HubSpot, July 2016.