

Risk Area	Description	Business Impact
Offensive or Unethical Content	AI can generate harmful outputs such as <u>hate speech</u> or promoting illegal activities.	Damaged reputation, loss of customers, <u>negative publicity</u> .
Misinformation and Hallucinations	AI can produce convincing but incorrect information, leading to misinformation in critical sectors.	<u>Financial loss</u> , <u>legal issues</u> , loss of trust, harmful information propagation, <u>fake news</u> .
Data Privacy and Security	AI may unintentionally <u>expose sensitive information</u> , leading to <u>privacy breaches</u> .	Regulatory fines, financial loss, reputational damage, consumer distrust.
Failures of Autonomy	Lack of transparency in AI decision-making can result in <u>biased</u> or <u>flawed outcomes</u> .	<u>Discriminatory practices</u> , regulatory penalties, financial loss.
Synthetic Media and Deepfakes	AI-generated content (deepfakes) can bear a convincing resemblance to real people.	Identity theft, fraud, <u>legal repercussions</u> , <u>significant reputational harm</u> .
Intellectual Property and Plagiarism	AI training on copyrighted material can lead to <u>IP violations</u> and <u>ownership disputes</u> .	Legal risks, <u>lawsuits</u> , reputational harm.
Bias and Discrimination	AI can <u>perpetuate biases from training data</u> , leading to discriminatory outputs.	Legal penalties, public backlash, damage to reputation.
Weaponization of AI	AI systems can be exploited for malicious activities, like hacking, fraud, or <u>hateful narratives</u> .	<u>Regulatory challenges</u> , reputational harm, financial loss.