AI Impact Assessments:
Making AI risks visible.

AI is moving fast. Privacy risks are moving faster.

Nearly 3 out of 4 C-level leaders worldwide say data privacy and security are their top concern with AI implementation.

This isn't surprising. Generative and agentic AI introduce new ways to leak, combine, infer, and repurpose personal data, often outside the visibility of traditional controls.

But here's the opportunity: organisations that get privacy right early, will move faster, build trust and avoid expensive rework.

This is exactly where the Privacy Culture Platform, is stepping in, with our new AI Impact Assessment (AIIA) capability.

Why privacy blocks AI progress

AI adoption stalls when organisations hit the same challenges again and again:

Inputs escape controls

One of the hardest challenges is keeping personal data out of AI systems. Prompts, training data, and even the model's embeddings can all carry sensitive information. Once that data is inside the system, it's difficult to track or remove.

Opaque vendor chains

AI rarely comes from a single provider. Foundation models, plug-ins, and data brokers are often linked together. This makes it unclear who is responsible for what. When controller and processor roles blur, accountability suffers and so does compliance.

Difficult compliance proof

Auditors and regulators now expect clear, structured evidence. Frameworks like ISO/IEC 42005 and the NIST AI RMF set the bar. The challenge is that many organisations still rely on vague assurances instead of proof, which won't satisfy scrutiny.

New stakeholder risks

AI doesn't just sit in the back office. It's being used in customer service, sales, and marketing, places where mistakes can directly affect people. That includes vulnerable groups such as children. These touchpoints bring higher risks, both ethical and legal.

Our point of view

Privacy isn't a slowdown. Done right, it's a design accelerator.

That's why we built the AIIA workflow inside our Platform: to give teams early sight of privacy risks, a collaborative way to resolve them, and an auditable trail that shows accountability to boards, regulators, and customers.

On Monday morning, when the next AI project lands on your desk, you don't have to start from scratch. With the Privacy Culture Platform, you can launch an AIIA, apply templated risks, and have a risk register and one-page summary ready for your leadership team.

The outcomes are tangible: projects move forward without hidden delays, leadership gets clear visibility on risks, and compliance evidence is created as you work — not bolted on at the end. Teams spend less time firefighting and more time building. Stakeholders gain confidence that AI is being deployed safely, responsibly, and in line with emerging standards. Customers see an organisation that takes their trust seriously.

The benefit is simple: faster adoption, fewer surprises, and stronger trust - all from putting privacy at the centre of AI design.
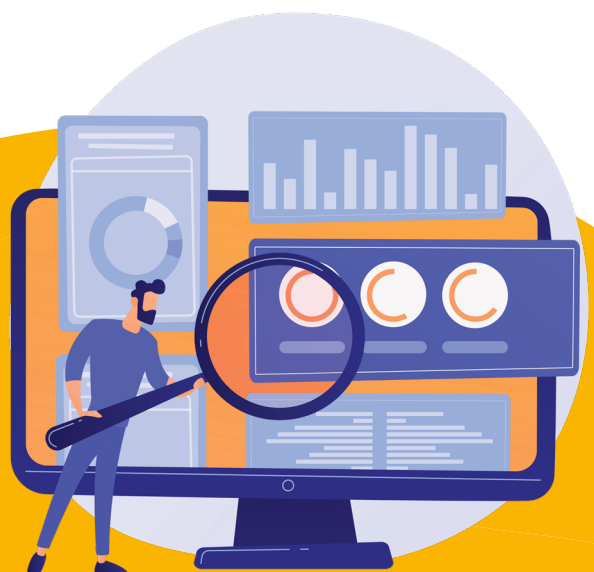
What the Privacy Culture Platform AIIA does

1. Scope & inventory

Identify the AI system, purpose, data, and stakeholders. Link directly to existing DPIAs and your ROPA.

2. Assess impacts & controls

Aligns with ISO/IEC 42005 and NIST AI RMF principles: transparency, fairness, security, accountability.

3. Collaborate in-context

Chat and mention functions are built into each question, no more endless email chains.

4. Generate structured risks

Assessment findings automatically feed Horizon's risk dashboard with scoring, owners, and treatment plans.

5. Report instantly

Export a defensible AIIA report, ready for execs, auditors, or customer trust packs.

Why it matters.

- **Early visibility:** Spot privacy issues before pilots go live.
- **One source of truth:** AIIAs, DPIAs, and risks all connected.
- **Collaboration without chaos:** Teams resolve issues where they arise.
- **Defensible by design:** Clear evidence trail, aligned to best-practice frameworks.

The executive checklist

If you're piloting AI in marketing, sales, or service today, here's where to start:

1. Pick one AI use case and run an AIIA in the Privacy Culture Platform.

2. Invite privacy, security, and product teams to collaborate in-tool.

3. Resolve the top five findings and generate your risk register.

4. Export the one-page AIIA summary for your board or customer.

5. Re-use the workflow for every new AI initiative.

Closing thought

The market is clear: privacy is the board-level blocker for AI. But when it's operationalised early, it becomes the accelerator.

The Privacy Culture Platform was built for exactly this moment. With the AI Impact Assessment (AIIA) workflow, you can assess, collaborate, and mitigate risks while showing accountability and strengthening trust.

And when Monday morning comes, you'll know exactly where to start, with a clear workflow, templated risks, and defensible evidence. No wasted time, no guesswork. Just the confidence to move AI projects forward faster, safer, and with your board, regulators, and customers already onside.

See how we can help

Book a discovery call with Privacy Culture and start showing progress that's fast, defensible, and trusted.

Click here to start revealing your AI Privacy Risks

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