BELL NUNNALLY'S MATTHEW DEWITTE ON TEXAS LAWBOOK LOOKS AT THE CHALLENGE OF "NAVIGATING THE AI DATA MINEFIELD"

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Bell Nunnally Associate Matthew J. DeWitte authored *The Texas Lawbook* **article "Navigating the AI Data Minefield: Safeguarding Personal Information Amidst Evolving Terms and Conditions." The piece looks at the current legal atmosphere surrounding AI data usage rights (proliferating with nearly every technology in use) and offers considerations for general counsel looking to effectively utilize AI while maintaining consumer confidence and protecting sensitive data.**

DeWitte lays out the dynamic at play:

Companies have discreetly expanded their data collection capabilities by incorporating AI into their operations. The real challenge lies not only in the collection of traditional data points but in the sophisticated analysis and interpretation of vast datasets made possible by AI algorithms. These algorithms can discern patterns, preferences and behaviors with unprecedented accuracy, raising the stakes for consumers concerned about the potential misuse of their personal information.

DeWitte concludes by noting the importance of data protection awareness and of keeping the consumer's trust:

As we navigate the intricate intersection of AI and data collection, legal counsel must stand as guardians of individual privacy rights. By staying abreast of technological advancements and advocating for legal frameworks that prioritize transparency, granular consent and data minimization, legal professionals can empower individuals to protect their personal information in an increasingly interconnected world.

To read the full article, please click here.

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