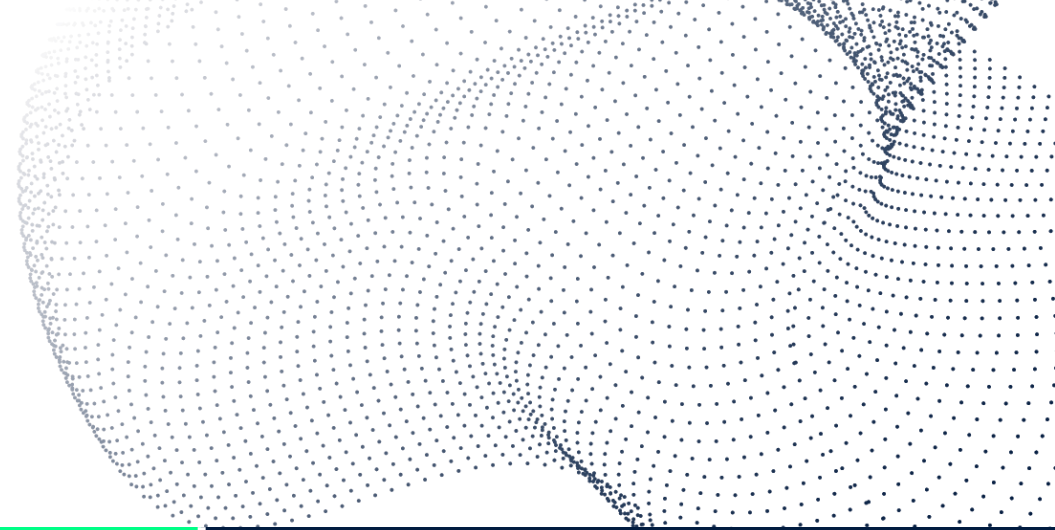
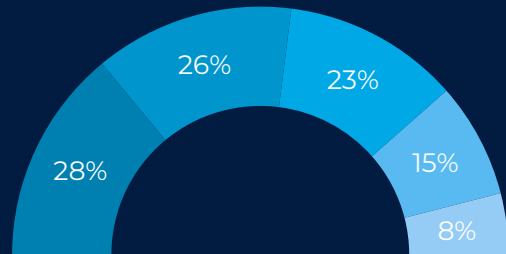


Many **Generative AI** Companies Will Become Irrelevant After the Hype. Unless They Address This PR Problem

Generative AI companies risk becoming irrelevant if they fail to actively engage with the growing concerns about privacy, as consumers are becoming increasingly apprehensive about the potential misuse of their personal data in AI-generated content.



Pain points in the genAI data privacy debate by share of voice



- Cybersecurity and data leaks (28%)
- Ineffective data anonymisation (26%)
- Data misuse (23%)
- Lack of control (15%)
- Consent issues (8%)

Generative AI companies are currently relying on conventional tech PR and communication tactics centered on innovation stories.

Nevertheless, as consumers increasingly prioritise data security, there's a demand for a change in communication strategies.

Privacy must be positioned as an essential and inherent aspect of the product, rather than an optional technical feature. Amid the heightened attention on AI in the media, these tech firms can differentiate themselves by emphasising their dedication to privacy, enabling them to remain significant beyond the current AI enthusiasm.

Top 10 Companies in the genAI and privacy debate by media impact score

