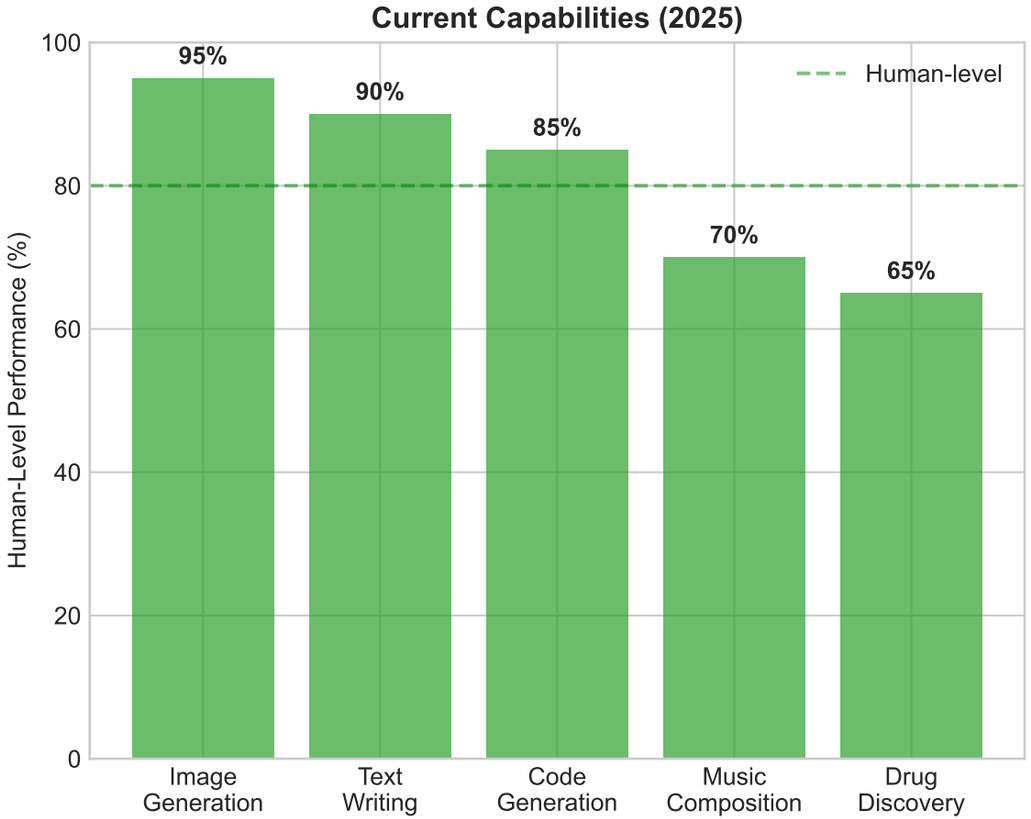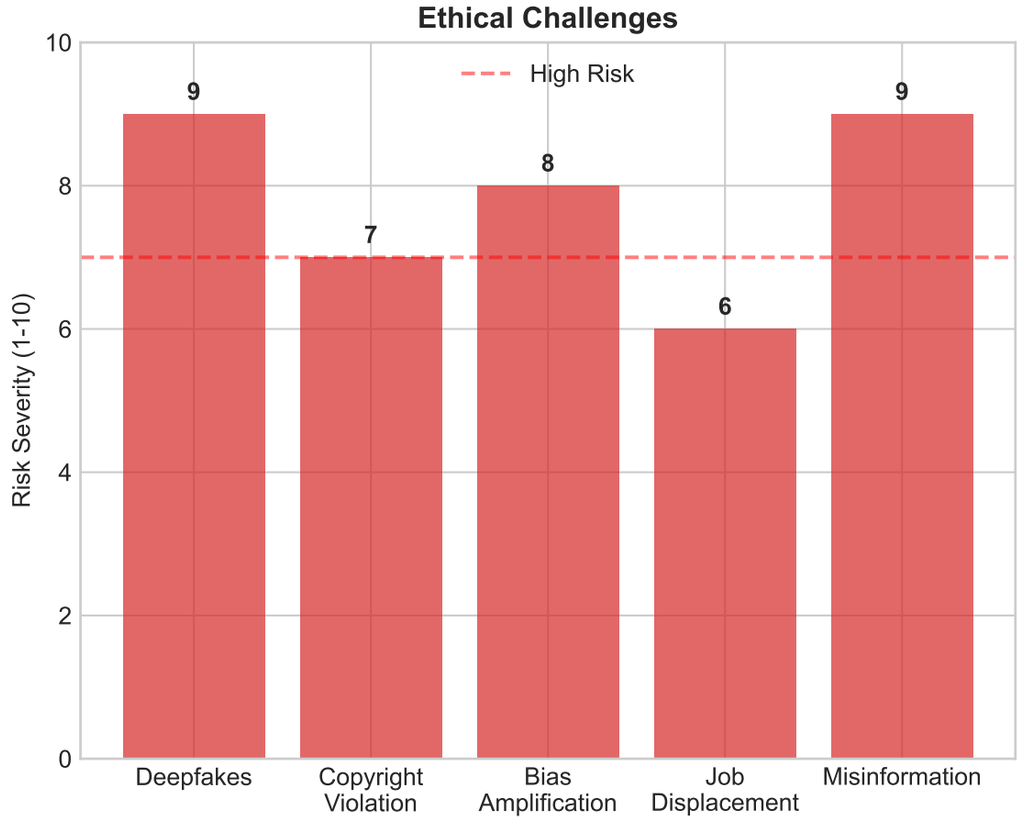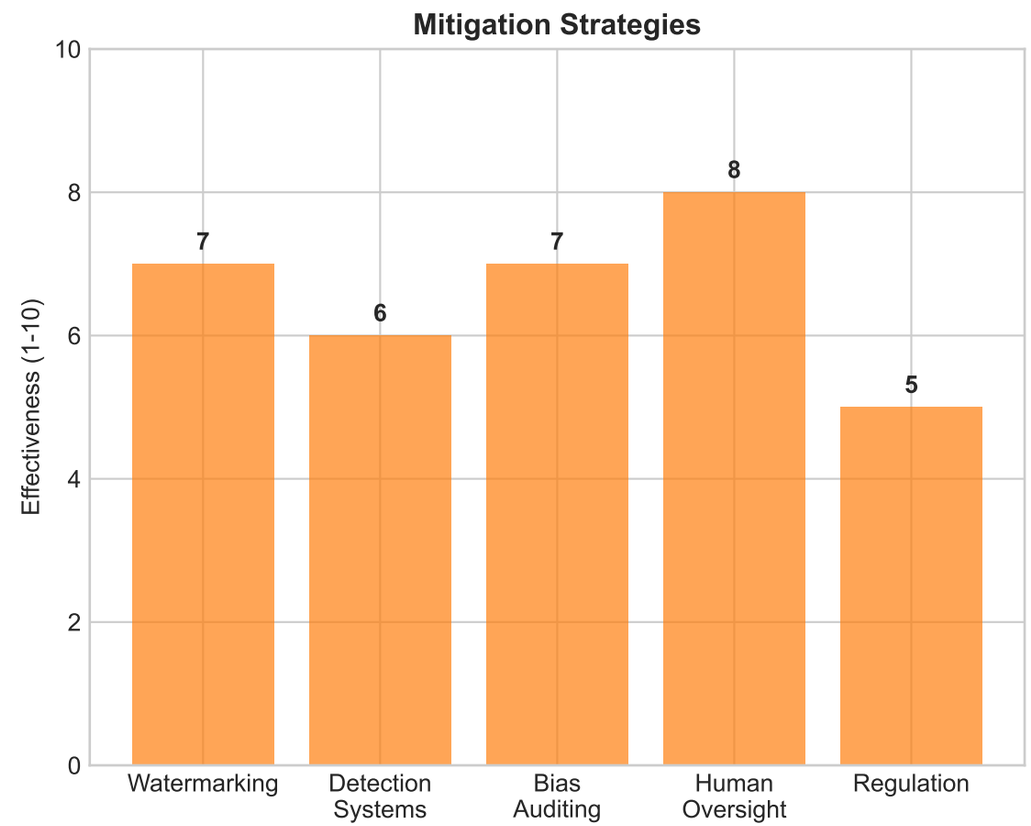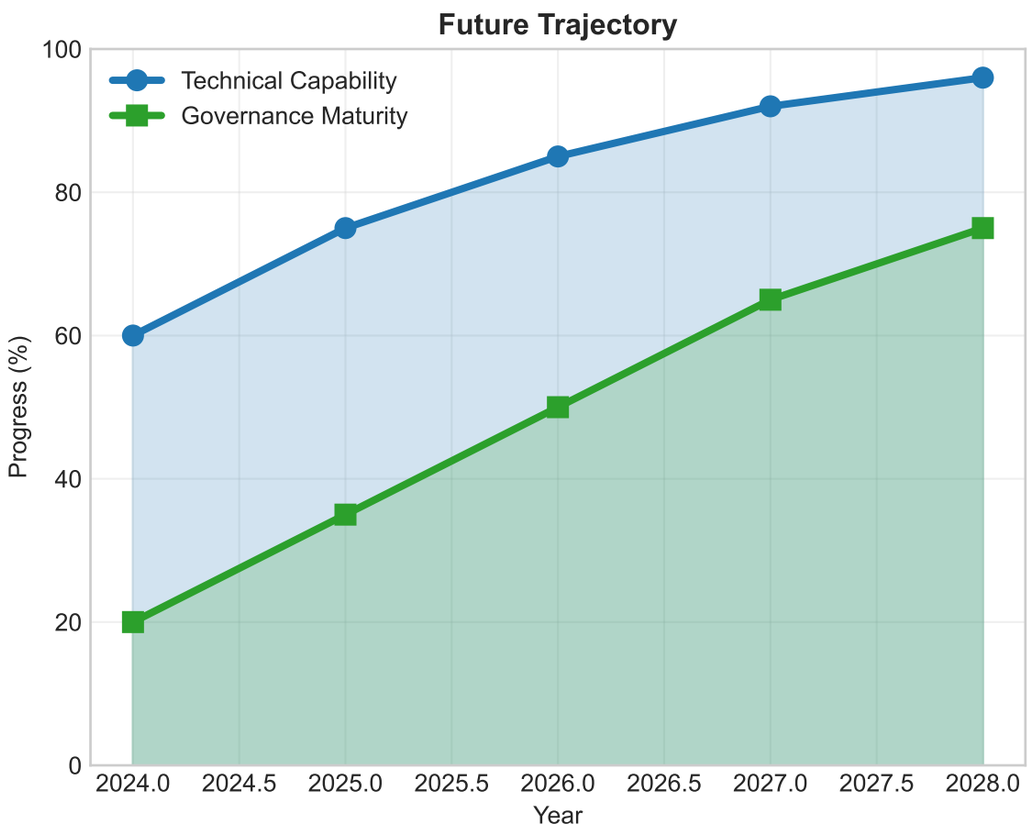Generative AI: Ethics and Future