

# Generative AI: Ethical Considerations & Risks

## Misinformation

- Deepfakes
- Fake news generation
- Voice cloning
- Impersonation

## Copyright

- Training data rights
- Artist attribution
- Style mimicry
- Commercial use

## Bias

- Training data bias
- Stereotype amplification
- Representation gaps
- Cultural sensitivity

## Privacy

- Face generation
- Personal data in training
- Consent issues
- Identity theft

## Environment

- Compute cost (CO2)
- Energy consumption
- Hardware waste
- Sustainability

## Access

- Digital divide
- Cost barriers
- Technical expertise
- Centralization

## Mitigation Strategies

Watermarking

Detection tools

Regulation

Transparency

Consent mechanisms