It is not the first time cyberspace becomes the battleground for debate, argument or even war, but when Artificial Intelligence meets personal privacy, the stakes may never have been higher.

Ida Thorsrud, a lawyer specializing in European privacy law explains that what we are now seeing may change power dynamics between governments, citizens and corporations for the foreseeable future if not dealt with responsibly.

As AI technologies are advancing at a breakneck pace, privacy laws are struggling to keep up – with EU being the flag-bearer for those who wish to keep personal integrity part of the conversation. In between promises of more efficiency, more captivating entertainment and cheaper goods, it’s hard for individuals and small and big business alike to put a price tag on our personal data.

Not only will AI help tech giants, governments and the PR industry tailor their systems to meet our needs and wants – these AI algorithms require a huge amount of data to reach a level of efficiency where they can be useful.