We have seen more advancement in AI development at this time than in any other era in human history, and the progress is so rapid that government regulations and policies to enforce ethical and safe guidelines are catching up with the new technologies that spring off daily. Generative AI is one of this technology. According to Ben Winters, a senior counsel at the Electronic Privacy Information Center, "We don't even have a clear picture that any of the 'regulation' of AI is going to be actual regulation rather than just support [of the technology]," and (Bhuiyan. J & Robins-Early. N, 2013) also noted that lawmakers appear at times to be just learning what it is they are hoping to regulate.

Deep learning content generation, such as ChatGPT, Dall-E and other generative AI applications, raises significant concerns requiring careful consideration to ensure responsible and accountable use. These include; Content Ownership and Intellectual Property. Questions arise on eligibility for copyright protection, ownership rights, and use of copyrighted data for training. Clear guidelines are needed to address these concerns and ensure fair use of AI-generated content while respecting creators' rights. (Dilmegani. C, 2023).

Other ethical issues are manipulation and misinformation, as AI systems can automatically generate content based on text prompts that could cause potential harm by unintentional offensive language or harmful guidance. It is recommended to use generative AI to augment human processes and ensure content aligns with ethical expectations and brand values. (Lawton. G, 2023).

In conclusion, the growing excitement around generative AI requires careful consideration of potential risks and ethical concerns. Misuse, as seen in deepfake voice technology, highlights the need for safeguards to prevent the creation of fake and unethical content. Future research should address uncertainty, explainability, biases, and environmental impact. Organizations should implement robust risk management and governance measures to leverage generative AI safely and confidently while aligning with their risk appetite. (Lee, M. & Kruger, L. 2023).

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