



## Panel Discussion | [AI & Accountability] Building Trust While Innovating with AI



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[Moderator]





**What is your perception of AI?**



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Questions here

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## Question 1

**How can brands strike the right balance between leveraging AI innovation and ensuring transparency to maintain customer trust?**

MADRID





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## Question 2

**How should leaders approach governance and accountability frameworks to ensure AI-driven innovation aligns with evolving consumer expectations, ethical standards, and regulatory pressures?**

MARTech  
SUMMIT





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### Question 3

**How can brands keep up with changes in technology, where is it going and what should people keep their eyes on?**

MADRID





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Q&A

MADRID