

Marketing AI Risk Assessment Checklist

Assessment Area	Question	Yes	Partial	No	N/A
Lawful & Compliant	Written confirmation that processing is covered by a lawful basis (GDPR Art. 6) or CCPA-compliant notice + opt-out	☐	☐	☐	☐
	Sensitive/personal data (health, finance, political, children, biometric) is NOT used or inferred without explicit consent or legal exemption.	☐	☐	☐	☐
	All third-party vendors (ad tech, data brokers, generative AI) have signed DPAs and are audited in the last 12 months.	☐	☐	☐	☐
	If EU AI Act applies: classification done (high-risk / limited-risk / minimal) and obligations mapped.	☐	☐	☐	☐
	Cookie banner / preference center is CCPA/CPRA, CTDPA, and ePrivacy compliant (no pre-ticked boxes, granular opt-in for profiling).	☐	☐	☐	☐
Privacy & Data Minimisation	Only strictly necessary data is collected/used (principle of minimization).	☐	☐	☐	☐
	On-device processing or privacy-enhancing tech (differential privacy, federated learning) used where possible.	☐	☐	☐	☐
	Re-identification risk assessment performed if using "anonymized" or synthetic data.	☐	☐	☐	☐
	Retention periods defined and enforced for behavioral profiles.	☐	☐	☐	☐
Bias & Fairness	Fairness testing performed on protected characteristics and proxies (race, gender, age, ZIP code, income, disability).	☐	☐	☐	☐
	Disparity metrics calculated (e.g., <20% difference in exposure, CTR, conversion rate across groups).	☐	☐	☐	☐
	Lookalike/seeding audiences do NOT use prohibited/sensitive traits (direct or proxy).	☐	☐	☐	☐
	Generative AI outputs audited for stereotypes (gender roles, skin tone bias, body-type bias, cultural bias).	☐	☐	☐	☐
Transparency & Explainability	Consumers can reasonably understand why they saw this ad/price/message (e.g., "Ads Explained" link or simplified reason codes).	☐	☐	☐	☐
	Model card / data sheet exists and is internally accessible.	☐	☐	☐	☐
	If using real-time bidding: MFA (made-for-advertising) sites and IVT filtered at > 99% confidence.	☐	☐	☐	☐
Honesty & Non-Deception	No fake social proof, fake scarcity, fake reviews, or fake live indicators.	☐	☐	☐	☐
	No deepfakes or synthetic influencers without clear, persistent disclosure.	☐	☐	☐	☐
	Dynamic pricing algorithm is auditable and does not exploit vulnerability (e.g., bereavement, addiction signals).	☐	☐	☐	☐
Autonomy & Anti-Manipulation	No dark patterns or sludge in opt-out / cancellation flows.	☐	☐	☐	☐
	Hyper-nudging techniques (reciprocity priming, loss aversion at scale) reviewed by ethics council.	☐	☐	☐	☐
	Children under 18 are excluded from behavioral targeting and addictive mechanics.	☐	☐	☐	☐
Accountability & Governance	Incident response plan exists for bias, deception, or privacy incidents.	☐	☐	☐	☐
	Kill-switch / pause capability tested quarterly.	☐	☐	☐	☐
	External audit or third-party fairness review scheduled if high-risk.	☐	☐	☐	☐
Sustainability	Estimated carbon footprint of inference / generative calls calculated.	☐	☐	☐	☐
	Offset or low-energy inference options considered (e.g., smaller distilled models).	☐	☐	☐	☐