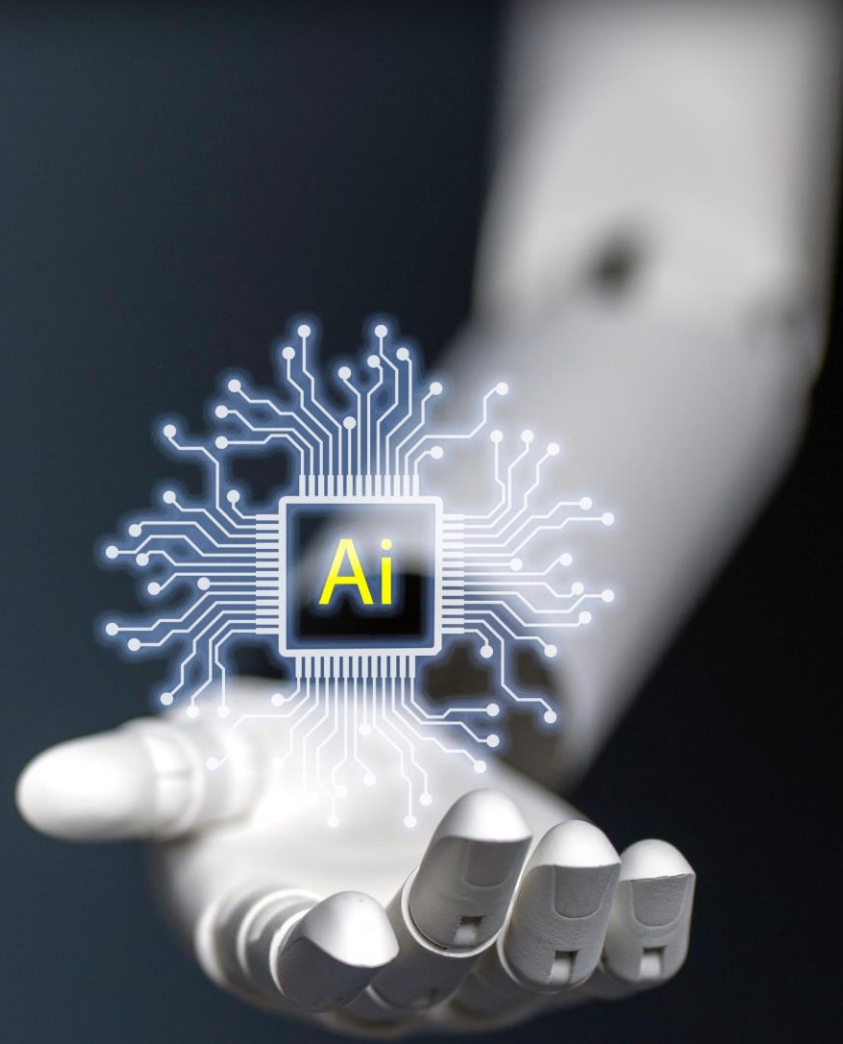


Demystifying AI: A Legal Perspective



Erin Snodgrass
Of Counsel

Foster
Garvey

Who We Are

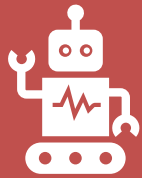
Meet Erin

Representing several of the travel industry's most prominent companies, Erin adds new capabilities and depth to the top tier Foster Garvey Hospitality, Travel & Tourism team.

Erin works closely with clients to develop privacy and data security compliance programs as well as social media and blogging programs, including creating internal and external policies for social media partners and contractors.

About Foster Garvey

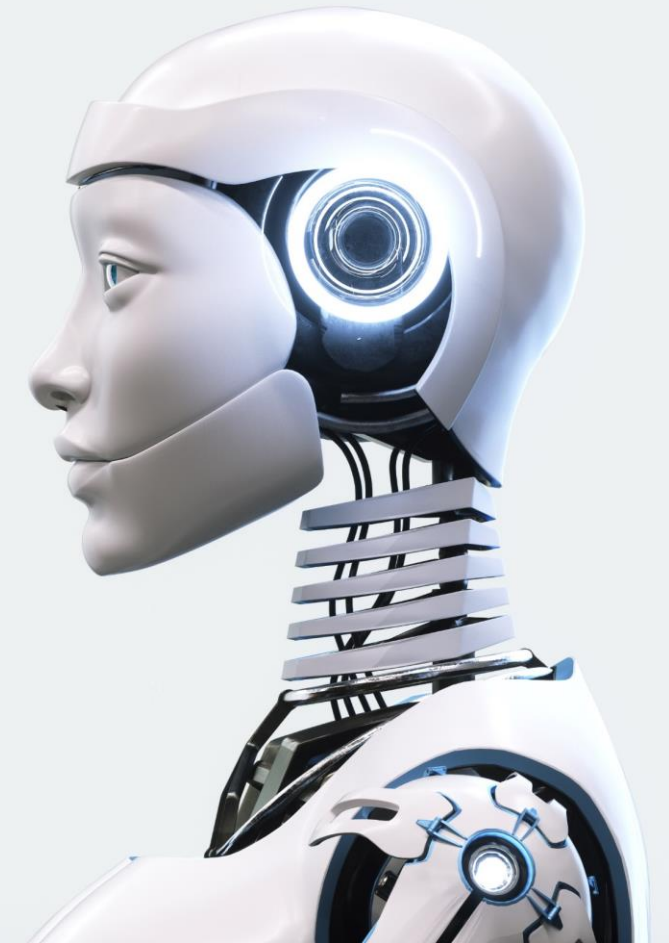
From traditional real estate acquisitions, disposition and financings to high-end restaurant concept protection to technology agreements for the very latest geo-location mobile apps, Foster Garvey's substantive attorney knowledge has been perfected by years of collective experience applying it to real-world, practical issues facing owners and operators in the hospitality, travel and tourism industries.



Are you/your personnel currently using AI in your internal operations?



Are you/your personnel currently using AI in your customer facing operations?





AI Implications in the Hotel Industry

- Rapid AI advancements with broad applicability to hotel industry
- Sales & Marketing Teams will be at forefront here...**partner with legal.**
- **Goal: Safe, compliant & efficient use of AI**

AI Chatbots in Booking

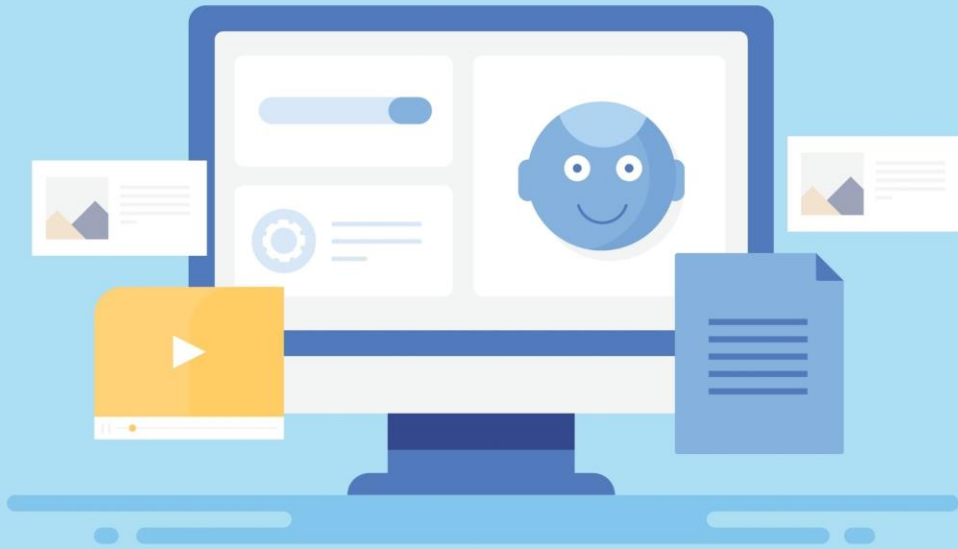
Enhance Guest Experience, Safely



- **Data Collection:** Ensure chatbot activities comply with data law.
- **Consent:** Inform users about data usage and seek active permission.
- **Transparency:** Ensure users know they are interacting with a bot.

AI-Powered CMS & Content Creation

Proceed with CAUTION



- **Data Integrity:** Ensure accurate and non-biased data feeds the AI.
- **IP Rights:** Know where your content is coming from and ensure appropriate usage rights.
- **Privacy:** Mask or anonymize any PII during content optimization.

Learnings



Customer Insights

- **Data Usage:** Adhere to agreements applicable to the data and terms of service.
- **Profiling Concerns:** Avoid unintentional bias and discrimination in AI analysis.
- **Feedback Loop:** Regular reviews to ensure AI tool accuracy and relevance.

Personalized
Content



Delivering Personal, Not Intrusive Experiences

- **Tailored but Transparent:** Inform guests about how personalization works.
- **Data Limitations:** Use only necessary data for personalization. Always use the least amount of data possible.
- **Ethical Balance:** Strive for balance between personalization and privacy.

Final Thoughts



Collaborate with legal **early**.

Regularly **review and update** AI tools and processes.

Embrace the potential but **keep an ethical lens**.

Thank you!

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