



KAREN SEBASKI QUOTED IN LAW.COM ON FTC CONCERNS REGARDING GENERATIVE AI TECHNOLOGY

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How will the Federal Trade Commission address concerns that generative AI technology is blurring the lines between reality and fiction? HSG counsel Karen Sebaski explains to Law.com that the FTC is paying close attention and is likely to leverage its enforcement authority against fake AI-generated content.

Karen notes: "I think enforcement actions are likely... The FTC has used its consumer protection and competition enforcement capabilities to institute enforcement actions related to AI, and reached settlements with companies in other contexts apart from the [context of] deep fake or AI-generated fake content."

Read the full article here (subscription required).

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