Category

Data & AI

AI Ethics, Trust & Transparency Communication Playbook

Talking about your AI use in a way that builds trust instead of inviting suspicion

- Executive
- Intermediate
- Template Included

- Administrator
- 15 January 2022
- 3 minute(s)

Overview

A framework for AI ethics and transparency communication — proactive disclosure of AI use, plain-language explanation of AI's role in customer-facing decisions, and building genuine trust through communication rather than minimal legal-compliance disclosure that invites suspicion rather than confidence.

Isn't minimal AI disclosure, meeting only legal requirements, the

safest communication approach? Minimal disclosure can actually increase reputational risk — when customers or the public discover AI involvement they weren't clearly told about, even in compliant ways, it tends to generate more suspicion and negative reaction than proactive, clear communication would have.

What's the most common AI transparency communication mistake?

Burying AI disclosure in dense legal or technical language that technically satisfies disclosure requirements but doesn't genuinely inform customers in an accessible way — this often backfires when customers discover the disclosure existed but wasn't genuinely communicated.

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