

Avoiding Generative AI Copyright Issues in Marketing Materials

MANAGEMENT SUMMARY & CORE TAKEAWAY

The use of Generative AI in marketing is transforming how content gets created. Imagine having a tool that churns out original articles, eye-catching graphics, and engaging videos all at the click of a button. Generative AI does just that, offering businesses a way to produce cre

CONTEXT & EXECUTIVE RELEVANCE

The use of Generative AI in marketing is transforming how content gets created. Imagine having a tool that churns out original articles, eye-catching graphics, and engaging videos all at the click of a button. Generative AI does just that, offering businesses a way to produce creative materials quickly and efficiently. But as exciting as these possibilities are, they also come with a new set of challenges, especially when it comes to copyright issues. Without proper understanding and precautions, marketers can easily find themselves in hot water over unauthorized use of content.

The importance of protecting intellectual property cannot be overstated. Ensuring that your business avoids potential legal pitfalls requires a clear understanding of how copyrights apply to AI-generated content. By being proactive, you shield your brand from unnecessary legal battles and maintain a good reputation with your audience and partners alike.

SWISS COMPLIANCE & ARCHITECTURE GUIDELINES

- ☑ Full compliance with revised Swiss Data Protection Act (revDSG).
- ☑ Zero vendor lock-in on closed proprietary models.
- ☑ Seamless integration into Abacus, Bexio and M365 ecosystems.

Non-Binding Process Analysis

Let us review in 20 minutes where AI agents create immediate measurable efficiency in your workflows.

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