

Activity: Ethical Marketing in Your Digital World

Objective:

Recognise ethical concerns in digital marketing and AI interactions in your daily life.

Instructions:

Over the next 24 hours, observe how brands use AI-driven marketing. Take note of:

Personalised Ads – Do ads feel relevant, or do they seem too invasive?

Bias in Ad Targeting – Are you seeing ads that exclude certain demographics?

Data Privacy Notices – Do brands clearly inform you how they use your data?

Consent & Transparency – Do websites give you control over what data they collect?

Reflect on Your Experience:

- Did you feel your privacy was respected?
- Were ads fair and inclusive, or did they seem biased?
- Did any marketing practices make you uncomfortable?

Outcome:

This activity will help you critically evaluate how businesses balance ethics, AI, and digital marketing practices.