



# Privacy in the Age of AI

Hot Topics for 2026



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# Agenda

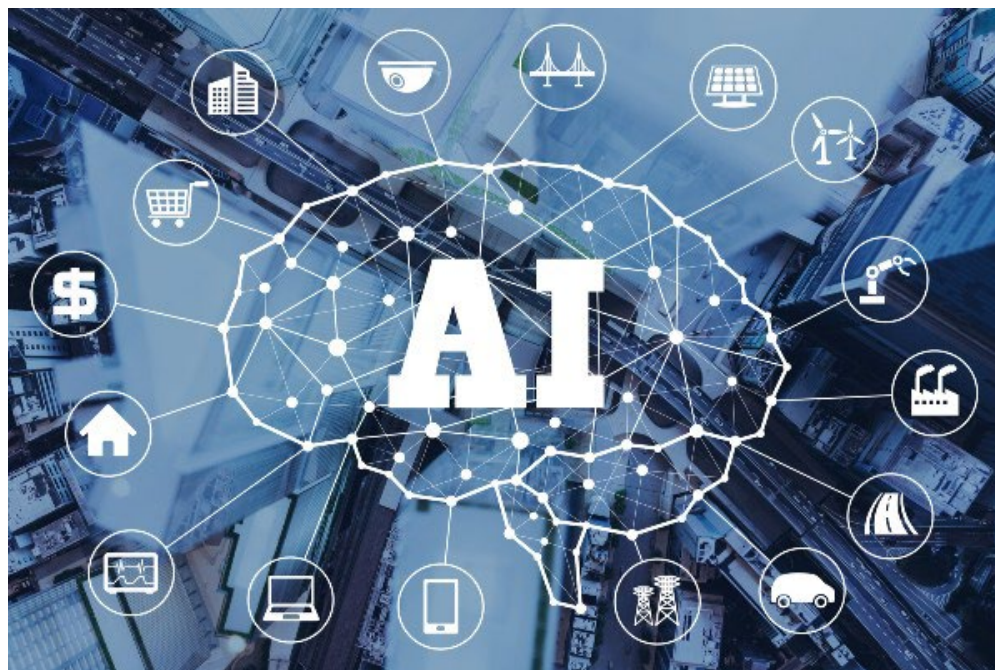
- Overview
- General privacy considerations for artificial intelligence (AI) tools
- Profiling and automated decisionmaking
- Federal Trade Commission (FTC) and AI
- Agentic AI

# Overview

- AI regulation continues to evolve in the United States at both the federal and state levels.
- Currently, state AI laws that are relevant for most companies focus on:
  - Transparency, such as notifying users when they interact with a generative AI system or a chatbot.
  - “High-risk” AI systems, such as use of AI tools for employment or financial decisions.
- State privacy laws also can be implicated by the use of certain AI tools.

# General Privacy Considerations for AI Tools

- Onboarding
- Use of personal information by AI tools
- Application of consumer privacy rights





# The FTC and AI

- Regulation of AI
- Enforcement priorities
- Preparation for scrutiny



FTC Reopens and Sets Aside Rytr Final Order in Response to the Trump Administration's AI Action Plan

FTC Launches Inquiry into AI Chatbots Acting as Companions

Agency issues 6(b) orders to seven companies that operate consumer-facing AI chatbots

# Agentic AI

- Agentic AI defined
- Key considerations for incorporating AI agents into business practices
- Legal requirements



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