

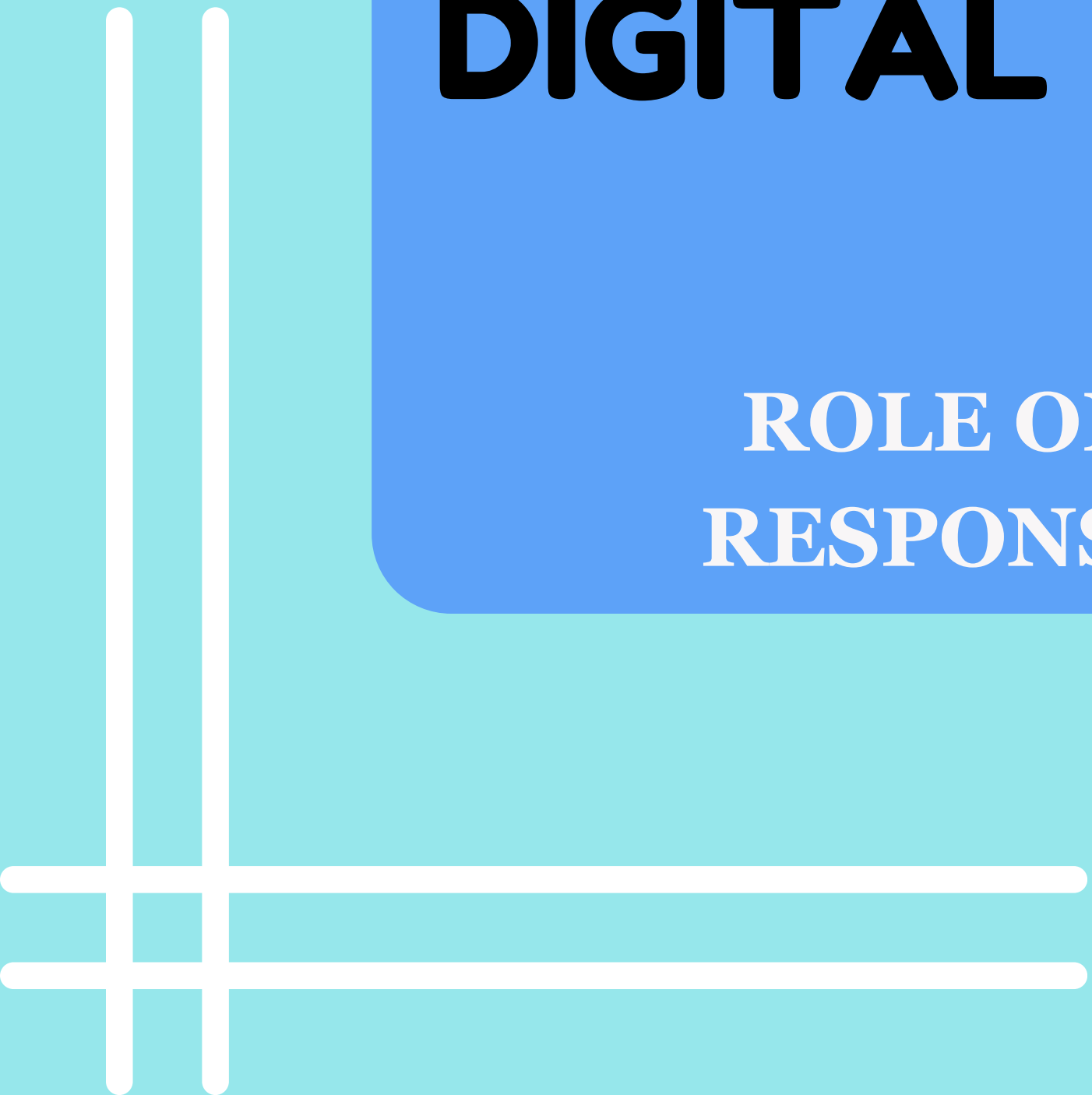


DATA, PRIVACY, AND DIGITAL IDENTITY IN THE AI AGE

ROLE OF DIGITAL LITERACY AND
RESPONSIBLE DIGITAL PRACTICES

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Cyber Safety and AI – Context

- Artificial Intelligence has significantly transformed digital ecosystems by enabling large-scale data collection, automated decision-making, and personalised services.
- While these advancements enhance efficiency and convenience, they also introduce complex cyber safety challenges.
- Protecting data, privacy, and digital identity has therefore become a central concern in the AI-driven digital environment.



Data in the AI Age

- In the AI era, data includes personal information, sensitive data, behavioural patterns, and information inferred by algorithms.
- AI systems continuously process such data to learn, predict, and automate decisions.
- As data increasingly determines access to services and opportunities, its protection is critical for cyber safety.



Privacy Challenges in AI-Driven Systems

- Privacy refers to an individual's control over the collection, use, and sharing of personal information.
- AI intensifies privacy risks through large-scale data aggregation, profiling, and automated surveillance.
- Limited awareness about consent mechanisms and data usage practices often weakens individual privacy protection.



Digital Identity in the AI Age

- Digital identity represents an individual's presence within digital systems and platforms.
- It includes login credentials, online profiles, digital records, and government-linked identifiers.
- In the AI age, digital identities are increasingly shaped by algorithmic assessments, making their protection essential for safe digital participation.



AI-Enabled Threats to Digital Identity

- AI has enhanced the scale and sophistication of cyber threats targeting digital identities.
- Key risks include identity theft, impersonation, AI-driven phishing, deepfake misuse, and unauthorised access to digital accounts.
- Once compromised, digital identities can be misused across platforms, resulting in financial and reputational harm.

Digital Literacy as the Foundation of Cyber Safety

- Digital literacy enables individuals to understand how data is collected, processed, and used by AI systems.
- It empowers users to recognise cyber risks, evaluate digital consent, and identify AI-generated misinformation and fraud.
- In the AI era, digital literacy is a prerequisite for protecting privacy and digital identity

Digital Literacy in Practice – Safe User Behaviour

Digitally literate users adopt informed and responsible digital practices, such as:

- Managing privacy settings and permissions
- Using strong authentication mechanisms
- Avoiding unnecessary data sharing
- Verifying digital communications before responding

These practices significantly reduce exposure to AI-enabled cyber threats.



Key Takeaways

- The AI era has reshaped how data, privacy, and digital identity are managed.
- Cyber safety cannot rely on technology alone; it requires informed and vigilant users.
- Strengthening digital literacy and promoting safe digital practices are essential for ensuring cyber safety in AI-driven digital ecosystems.

THANK YOU.