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Introduction

- It is necessary in today's world to have a good understanding of the potential effects that AI virtual assistants could have for data security and privacy. Protecting the privacy of data has become a concern in the workplace
- Emphasis AI virtual assistant implementation in workplace.
- Becoming increasingly common.
- Growing risks and challenges in addressing concerns.
- Data security and privacy is becoming important.

Research Objective

- To assess the data privacy risks of AI virtual assistants in workplaces.
- To analyse how AI virtual assistants in work environment impact employee data protection.

Literature Review

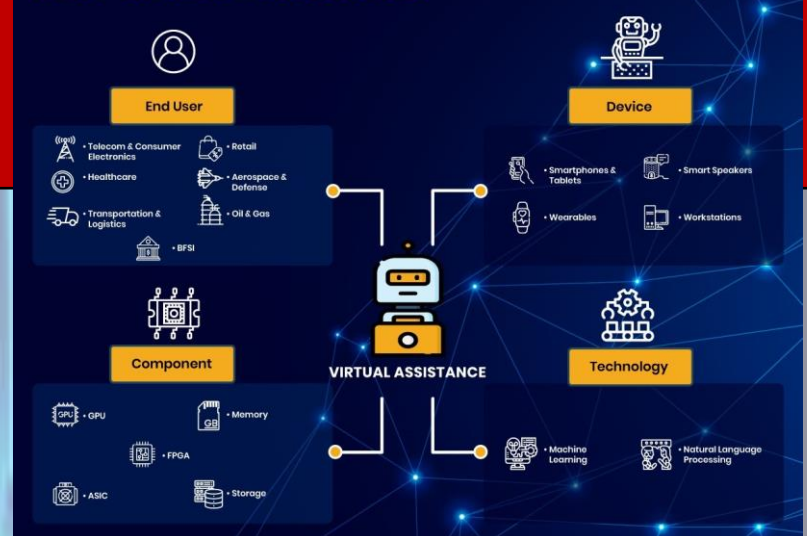
- Artificial intelligence virtual assistants have significantly impacted human life including the way people work, think, process, and respond to incident.
- The most remarkable exposure of AI is virtual assistants devices created to understand human questions and respond to them accurately.
- The most well-known virtual assistants are Siri, Alexa, and Google Assistant. Other than setting up a reminder or playing songs the above mentioned function can be carried out by them.

Research Questions

- RQ1: What is the danger of AI assistants on data protection in the government workplace?
- RQ2: How does the integration of AI Virtual Assistants with calendars, email inboxes, etc. affect compliance with data protection regulations, such as GDPR, in the work environment?
- RQ3: How can organizations implement policies and practices to address the risks associated with AI Virtual Assistants in terms of data protection and privacy in work environments?

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AI in Virtual Assistance



Methodology

The methodology that will be used in this research is conducting a survey to gather information about the utilization of AI virtual assistants in workplace.

- Microsoft form will be used to build the survey
- Email and messaging platform like WhatsApp will be used to distribute the survey

Finding

Advantages

- AI virtual assistant decrease the work load of staff, resulting in saving time and resources.
- Provide customer support like answering phone call, replying to email (AI virtual assistants manage scheduling).
- AI virtual assistant provide 24hrs support.
- Increase productivity and response times.

Disadvantages

- Security and Privacy concerns.
- It lacks empathy (they lack emotion so the chances to fail managing sensitive or emotional interaction).
- AI virtual assistant is vulnerable to data breaches. Confidential and sensitive data can be exposed to unauthorized entity.

Next Step

- Use Microsoft form to collect quantitative and qualitative data.
- Conduct an in-depth analysis of collected data using statistical technique aligned with the research questions.
- Use bar charts and pie charts to connect key findings

Reference

- Barocas, S. and Selbst, A.D. (2016) 'Big Data's Disparate Impact', available: <https://doi.org/10.2139/ssrn.2477899>.
- Bohr, A. and Memarzadeh, K. (2020) 'The rise of artificial intelligence in healthcare applications', Artificial Intelligence in Healthcare, 25–60, available: <https://doi.org/10.1016/B978-0-12-818438-7.00002-2>.