

Ad Age Interviews Katie Gardner in “AI Washing-What it is and What the Crackdown Means for Brands”

Insights

April 5, 2024

Gunderson Dettmer partner Katie Gardner is interviewed in Ad Age’s article, “AI Washing-What it is and What the Crackdown Means for Brands.” The article discusses the increasing risk for agencies, brands, and startups of facing regulatory scrutiny due to exaggerated or false claims regarding their use of AI technology, a practice known as “AI washing.”

To avoid falling into this trap, Katie advises companies to establish internal review processes involving both marketing and legal team and companies leveraging third-party AI tools must acknowledge potential biases or errors in those tools, as they could be held accountable by regulatory bodies for any consequences arising from such shortcomings.

“We’ll see a lot more enforcement activity this year,” said Katie.

[Read the article here.](#)

Related People





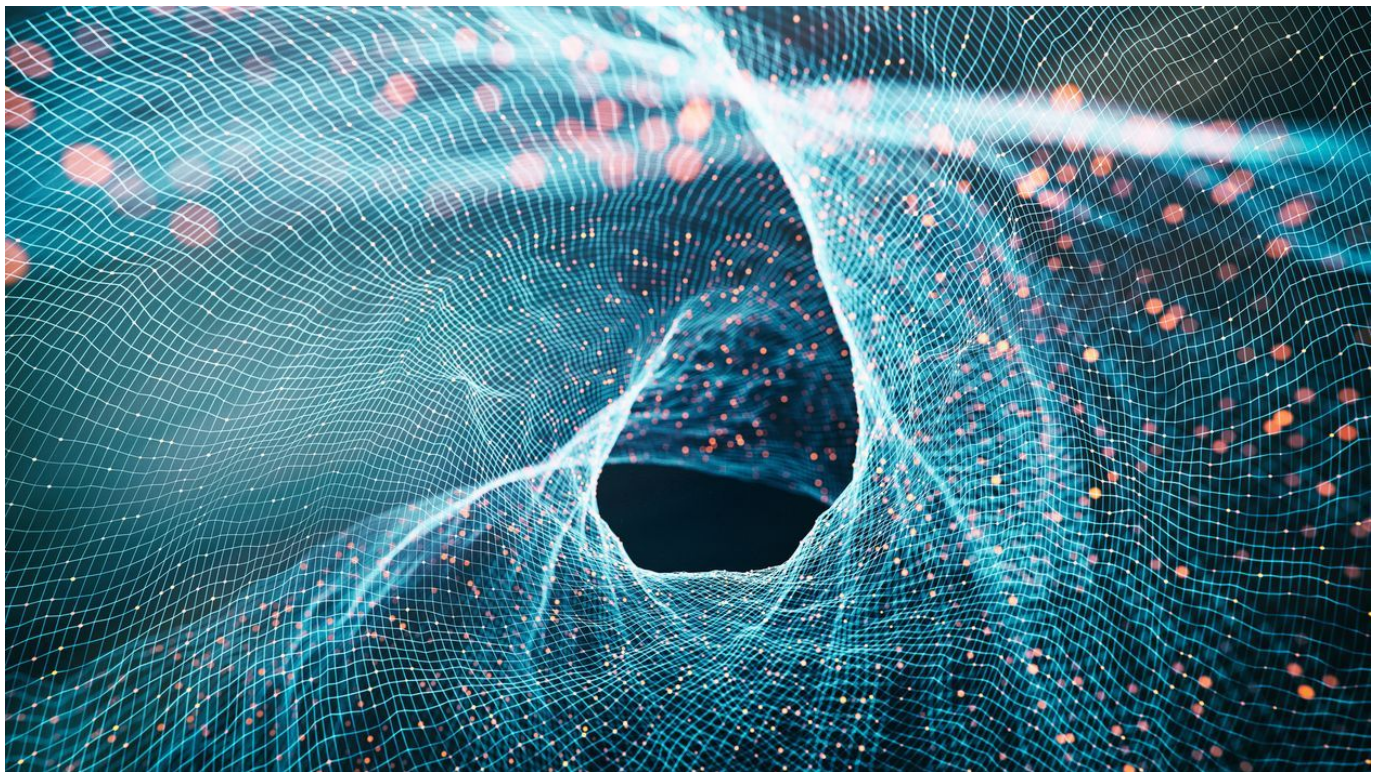
Katherine S. Gardner

PARTNER

P +1 212 430 3188

Related Services

AI & Machine Learning



AI @ GD

Gunderson Dettmer's Generative AI Resources

Gunderson Dettmer is committed to fostering AI education for the innovation economy by supporting startups and venture capital firms.

Discover our AI-focused resources designed to provide updates, education, and insights into the development of AI and generative AI.

Featured Insights

FIRM NEWS

Gunderson Dettmer Commemorates 2025 Asian American and Pacific Islander Heritage (AAPI) Month

CLIENT NEWS

Brazilian Carbon Capture Company Mombak Announces \$30M Financing

CLIENT NEWS

Africa B2B OmniRetail Announces \$20M Financing

CLIENT NEWS

Glacier Announces Series A Financing to Expand Robot Recycling Fleet

CLIENT NEWS

Dataminr Announces \$100M Investment Led by Fortress Investment Group

CLIENT NEWS

Omnidian Announces \$87M Series C for Renewable Energy Performance

INSIGHTS

Splitting the Pie: How Savvy Founders Divide Ownership and Navigate Other Founder Equity Decisions

CLIENT NEWS

Chainguard Announces \$356 Million Series D Led by Kleiner Perkins and IVP

INSIGHTS

Client Insight: California AI Transparency Act

INSIGHTS

Client Insight: Prepare for BE-10 Benchmark Survey of US Direct Investment Abroad

INSIGHTS

Tech Brew Interviews Aaron Rubin in “Where the legal battle stands around

CLIENT NEWS

Latin America Fintech Belvo Announces \$15M Funding