



## Reimagining modern digital trust and online protection (DT&OP)

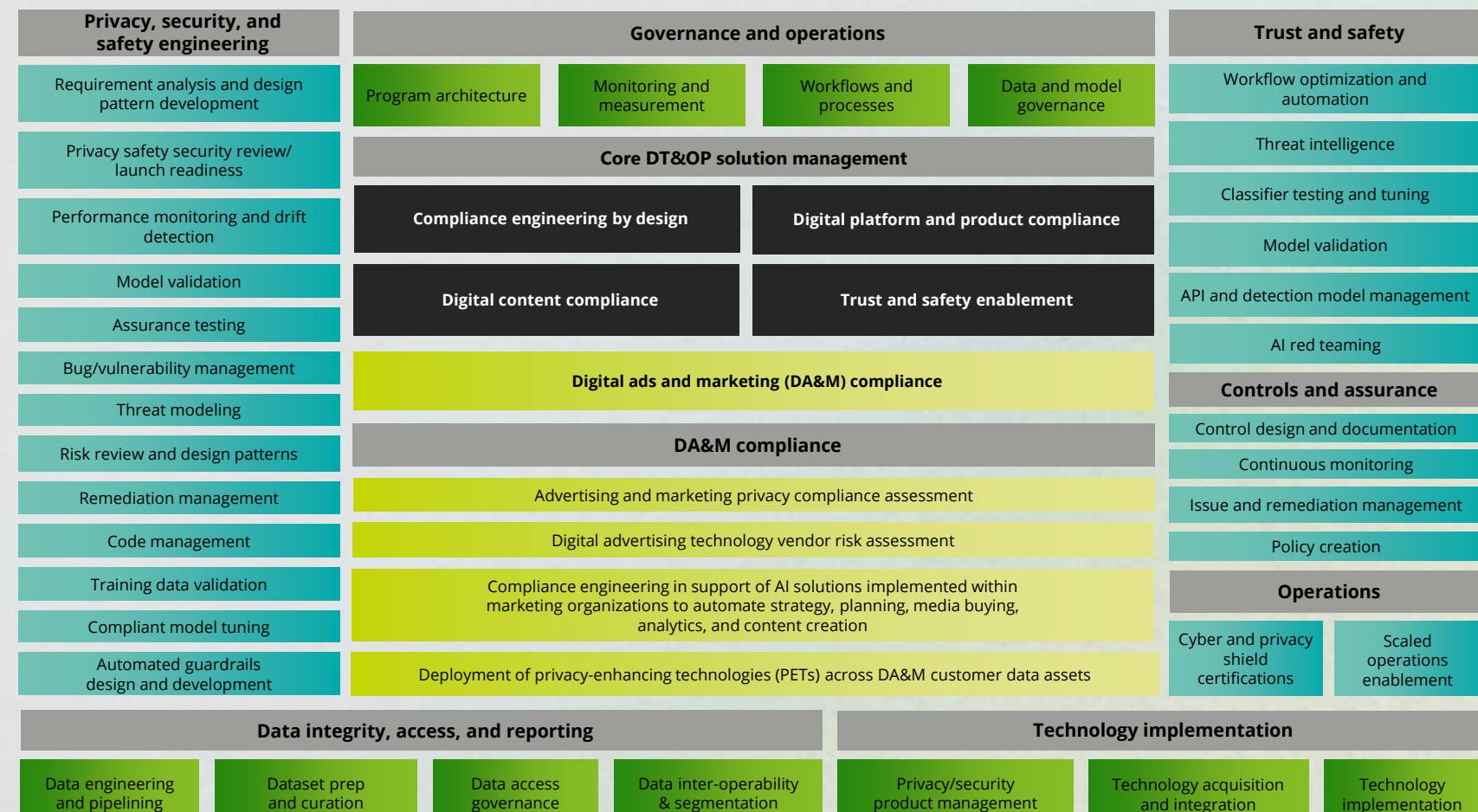
The rapid evolution of artificial intelligence (AI) is fundamentally reshaping how organizations approach engineering, trust and safety, and marketing—positioning these as powerful enablers and new sources of competitive advantage.

Organizations are seeing the rapid adoption of AI across digital platforms, unlocking machine learning-driven anomaly detection, predictive analytics, and AI assistants that can transform processes from manual and reactive to automated, proactive, and scaled. Against this backdrop, businesses are leveraging dynamic trust and safety frameworks to enhance operations, improve accuracy, and enable increased scalability and cost efficiency—driving meaningful value and operational excellence.

However, this transformation also brings significant new threats and complex regulatory demands. The proliferation of AI introduces online harms such as misinformation, deepfakes, algorithmic bias, and automated fraud—leading to stricter regulations and new compliance standards such as the Digital Services Act and Online Safety Act. To keep pace, organizations need to innovate in threat mitigation, compliance automation, and data-driven governance to proactively reduce harm, maintain auditability, and build lasting trust in a dynamic digital environment.

## The future of DT&OP: Embracing AI

**A blueprint for an AI-powered future:** This is a model of the DT&OP function and the underpinning capabilities/processes that provide a baseline to reimagine and map to an AI-driven model. The legend below identifies the new and evolved AI-enhanced services.



### LEGEND

Partial AI uplift with heavy human FTE

DT&OP-specific AI uplift

New DT&OP services

## Connect to accelerate

Contact our leaders to dive deeper into the blueprint and reimagine what's possible for your organization.



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## DT&OP for AI: Safeguarding autonomous agents

AI agents require governance and compliance to facilitate safe, lawful, and policy-aligned operations.

Area	Focus	Foundational priorities
<b>Governance</b>	Establishing oversight, accountability, and risk management for AI agents.	<b>Life cycle oversight:</b> Implement processes for onboarding, monitoring, updating, and decommissioning AI agents. <b>Governance roadmap:</b> Develop a roadmap for adaptive AI agent governance.
		<b>Continuous monitoring:</b> Routinely validate and assess AI model performance using defined guardrails and controls. <b>Compliant model training:</b> Train and tune AI models using compliant, bias-reducing data and methods.
<b>Trust engineering</b>	Embedding security, privacy, and compliance into the design and deployment of AI-enabled products.	
		<b>Adversarial testing:</b> Stress testing models with intentionally malicious or adversarial prompts, seeking jailbreaks, deception, or misuse. <b>Transparent decision tracking:</b> Maintain clear records of AI moderation for audits, appeals, and compliance.
<b>Trust and safety</b>	Protecting users and enabling safe, fair, and compliant AI-generated content.	
		<b>AdTech vendor compliance testing:</b> Assess AI-powered AdTech vendors for compliance and third-party risk. <b>IP detection automation:</b> Use automated systems to identify intellectual property and copyrighted material.
<b>DA&amp;M</b>	Facilitating ethical, secure, and compliant use of AI in customer engagement and brand activities.	

## AI for DT&OP: Specific uplifts to achieve greater autonomous execution

Explore how harnessing AI and smarter solutions can reduce manual effort and accelerate results across key functions.

DT&OP capability/function	AI uplift approach	Potential resulting impact
<b>Privacy, security, and safety engineering</b>	Agentic AI <b>automates regulatory monitoring, risk assessment, and compliance reporting</b> —alerting teams early to changes and facilitating continuous alignment with evolving regulations.	Reduced manual effort, increased accuracy, and accelerated compliance cycles
<b>Trust and safety</b>	Increase the use of AI/ML systems for <b>automated detection, triage, and monitoring of harmful content</b> , evolving threats, and control effectiveness in near real-time.	Simplified trust and safety processes, reduced harm through enhanced risk detection, enabled continuous learning and adaptation, and reduced manual effort without sacrificing speed or coverage
<b>Controls and assurance</b>	Leverage AI-driven tools for <b>evidence gathering, risk assessment, mitigation recommendations, and automated transparency reporting</b> to enhance compliance and response protocols.	
<b>Operations</b>	Use agentic AI to <b>identify and link audit evidence, combine document generation</b> for audit packages, and <b>enable automatic updates</b> of control narratives.	Reduced manual effort by 30-40% focusing on end-to-end campaign*
<b>DA&amp;M compliance</b>	Generative AI (GenAI) builds risk frameworks, automates compliance analytics, and monitors ad policies. AI creates, optimizes, and labels GenAI-driven marketing content for compliance.	Reduced manual effort and increased efficiency to execute

\*Percentages are estimates based on recent project delivery for 10-15 organizations, ranging from 12-week implementation to 3-year operate engagements.

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