

Ask these ten questions before any AI-powered campaign goes live. They cover the four risk areas most likely to surface after launch: targeting bias, vendor accountability, explainability, and regulatory compliance.

- 1. Have we audited our AI targeting model for demographic bias?** TARGETING  
Review zip-code exclusions, lookalike seeds, and suppression lists for proxies that correlate with race, gender, age, or other protected characteristics.
- 2. Can we explain who the AI is including and excluding, and why?** TARGETING  
If the answer is unclear, that is a risk. Someone on the team should be able to articulate the targeting logic before the campaign runs.
- 3. Do our contracts specify what each AI vendor can do with customer data after the campaign ends?** VENDOR ACCOUNTABILITY  
Check for data retention clauses, model training rights, and third-party sharing permissions. Silence in a contract is not protection.
- 4. Have we reviewed the vendor's model documentation and data practices?** VENDOR ACCOUNTABILITY  
Ask for a data sheet, bias audit, or model card. If the vendor cannot provide one, that is a due diligence flag worth noting.
- 5. Do we have a named contact at each AI vendor for compliance escalations?** VENDOR ACCOUNTABILITY  
If something goes wrong, you need a direct line to someone with authority, not just a support queue. Establish this before launch.
- 6. If a regulator or journalist asked how this AI makes decisions, could we answer clearly?** EXPLAINABILITY  
You do not need to publish model weights. You do need a coherent, defensible account of the logic that a non-technical audience can follow.
- 7. Do we have documentation of the AI decision logic that we could share if required?** EXPLAINABILITY  
Create and retain an internal brief before launch: inputs, outputs, model type, known limitations. This is your paper trail.
- 8. Have we reviewed this campaign against current FTC guidance on AI and algorithmic marketing?** COMPLIANCE  
FTC enforcement on AI is active and evolving. Pay attention to endorsement guides, deceptive claims, and black-box decision-making advisories.
- 9. Does this campaign touch any state-specific data privacy requirements?** COMPLIANCE  
CCPA, VCDPA, CPA, and others impose consent and opt-out requirements that vary by state. Confirm which states your audience is in.
- 10. Has legal or compliance been briefed on this AI deployment before it goes live?** COMPLIANCE  
The goal is a brief before launch, not a post-incident review. A short written summary shared with counsel changes the risk profile significantly.