# PrivaAI redefines privacy policies by merging user trust with sustainability



In an era marked by heightened concerns over personal data security and environmental sustainability, the conversation around privacy policies has evolved substantially. Ziqi Zhong, a PhD candidate at the London School of Economics, is at the forefront of this discourse with his innovative project, PrivaAI. This new artificial intelligence tool aims not just to comply with legal standards, but to fundamentally reshape how businesses communicate their privacy practices, thereby enhancing user trust and promoting sustainable data usage.

Zhong’s research posits that privacy is not merely a legal requirement but an integral aspect of user experience. “Privacy isn’t just about obligations; it’s also about how users emotionally respond to policies,” he asserts. This perspective is backed by simulations revealing that when companies adopt user-respecting data strategies—such as collecting less data and improving the clarity of their policies—they foster greater trust and customer loyalty. Such insights resonate strongly at a time when the digital economy is increasingly reliant on user-provided data, which, alarmingly, contributes to substantial environmental concerns. Data centres are reported to consume more energy than the aviation industry, urging businesses to rethink their data practices not just for compliance, but for sustainability.

The PrivaAI tool itself evaluates privacy policies across eight vital dimensions—transparency, control, readability, fairness, value exchange, tone, legal framing, and sustainability. Unlike conventional tools that focus primarily on legal compliance, PrivaAI utilises real-world behavioural data to gauge how policies resonate with users emotionally and cognitively. Zhong’s experiments employed eye-tracking and emotion recognition techniques to ascertain how slight changes in language can significantly impact user perceptions of clarity and trustworthiness. “It’s not just what you say, but how you say it,” he notes, emphasising the role of language in building corporate reputations.

Zhong’s tool also functions as a benchmarking engine, allowing businesses across various sectors, from fintech to healthcare, to gauge their performance relative to competitors. This capability transforms privacy from a regulatory burden into a strategic asset, providing firms valuable insights into their market standing while prioritising user perceptions. “With PrivaAI, you can compare your policies against industry leaders and understand how users respond to your competitors,” Zhong explains, advocating for a more informed approach to data governance.

In light of the pressing need for ethical data practices, the principles underpinning PrivaAI also reflect a growing emphasis on data minimisation. This approach aligns closely with broader industry trends advocating for the collection of only necessary data, a practice that not only mitigates privacy risks but also enhances consumer trust. The importance of clear privacy explanations cannot be overstated; user surveys indicate that a staggering 91.6% of participants seek transparency regarding how their data is handled. Such statistics reinforce the notion that clear communication is essential to fostering trust in the digital landscape.

Recent innovations in the realm of privacy technology, such as the PRISMe tool, further underscore the need for enhanced user engagement with privacy policies. PRISMe employs AI to break down complex privacy terms, helping users navigate the often convoluted language found in many policies. However, challenges persist regarding consistency and user trust, signalling a need for continuous refinement in design and engagement strategies.

Ultimately, Zhong’s work with PrivaAI reflects a significant shift towards integrating ethical considerations into data governance. By marrying consumer psychology with machine learning and sustainability, he hopes to inspire a global transition towards privacy policies that are not only transparent and empathetic but also environmentally conscious. As the digital landscape continues to evolve, the imperative for brands to communicate honestly and effectively regarding privacy will only intensify, making tools like PrivaAI essential in navigating this complex terrain.

The implications of this research are broad and far-reaching, indicating that businesses must prioritise ethical transparency not only to comply with regulations but to build genuine relationships with consumers. As Zhong continues to present his findings at esteemed academic conferences and take on roles in educational developments in AI governance, his interdisciplinary approach serves as a cornerstone for future advancements in responsible digital innovation.

## Reference Map:

* Paragraph 1 – [[1]](https://www.openpr.com/news/4036733/optimizing-privacy-policies-for-people-and-the-planet-a-new-ai), [[4]](https://medium.com/muthoni-wanyoike/ai-and-data-privacy-building-trust-with-your-customers-0dd6a3973df1)
* Paragraph 2 – [[1]](https://www.openpr.com/news/4036733/optimizing-privacy-policies-for-people-and-the-planet-a-new-ai), [[2]](https://arxiv.org/abs/2501.16033), [[5]](https://arxiv.org/abs/2210.09706)
* Paragraph 3 – [[3]](https://arxiv.org/abs/2307.01691), [[7]](https://cmr-mig.berkeley.edu/2025/02/balancing-personalized-marketing-and-data-privacy-in-the-era-of-ai/)
* Paragraph 4 – [[4]](https://medium.com/muthoni-wanyoike/ai-and-data-privacy-building-trust-with-your-customers-0dd6a3973df1), [[6]](https://trustarc.com/resource/ai-ethics-with-privacy-compliance/)
* Paragraph 5 – [[1]](https://www.openpr.com/news/4036733/optimizing-privacy-policies-for-people-and-the-planet-a-new-ai), [[5]](https://arxiv.org/abs/2210.09706)
* Paragraph 6 – [[1]](https://www.openpr.com/news/4036733/optimizing-privacy-policies-for-people-and-the-planet-a-new-ai), [[2]](https://arxiv.org/abs/2501.16033), [[4]](https://medium.com/muthoni-wanyoike/ai-and-data-privacy-building-trust-with-your-customers-0dd6a3973df1)
* Paragraph 7 – [[1]](https://www.openpr.com/news/4036733/optimizing-privacy-policies-for-people-and-the-planet-a-new-ai), [[6]](https://trustarc.com/resource/ai-ethics-with-privacy-compliance/)

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## Bibliography

1. <https://www.openpr.com/news/4036733/optimizing-privacy-policies-for-people-and-the-planet-a-new-ai> - Please view link - unable to able to access data
2. <https://arxiv.org/abs/2501.16033> - PRISMe is an AI-driven tool designed to assist users in understanding complex privacy policies. By integrating a browser extension with a dashboard and an AI chat interface, it provides concise overviews and in-depth discussions of privacy terms. A user study involving 22 participants demonstrated that PRISMe enhances privacy awareness by offering comprehensible summaries and quality interactions. However, users noted challenges with consistency and trust in the tool, highlighting the need for further refinement in design and user engagement strategies.
3. <https://arxiv.org/abs/2307.01691> - SeePrivacy introduces a multi-modal framework for generating contextual privacy policies in mobile applications. By combining mobile GUI analysis with privacy policy document examination, it achieves an 83.6% coverage rate for privacy-related context detection and a 0.92 accuracy in extracting relevant policy segments. User evaluations indicate high functionality and usability, with participants showing a greater inclination to read contextual privacy policies compared to traditional ones. This approach effectively aids users in comprehending privacy notices, laying the groundwork for future advancements in the field.
4. <https://medium.com/muthoni-wanyoike/ai-and-data-privacy-building-trust-with-your-customers-0dd6a3973df1> - This article discusses the importance of data minimization in AI systems, emphasizing the collection of only necessary data to reduce privacy risks. It advocates for anonymizing personal data and conducting regular audits to ensure compliance. Additionally, it highlights the significance of empowering customers with control over their data, such as providing data portability and deletion options, to build trust and demonstrate respect for privacy rights.
5. <https://arxiv.org/abs/2210.09706> - The study explores the role of privacy explanations in enhancing end-user trust in software systems. By surveying users, it finds that 91.6% are interested in receiving privacy explanations, indicating a strong desire for transparency. The findings suggest that providing clear privacy explanations can significantly increase user trust and awareness, marking a crucial step towards developing privacy-aware systems and incorporating usable privacy features.
6. <https://trustarc.com/resource/ai-ethics-with-privacy-compliance/> - This resource discusses the importance of aligning AI ethics with privacy compliance to foster trust and reduce legal risks. It emphasizes the need for businesses to integrate ethical AI practices with data privacy laws, highlighting principles such as fairness, transparency, and accountability. The article also outlines strategies for building customer trust through transparent data practices and ethical AI development, including bias mitigation and human oversight.
7. <https://cmr-mig.berkeley.edu/2025/02/balancing-personalized-marketing-and-data-privacy-in-the-era-of-ai/> - This article examines the challenges of balancing personalized marketing with data privacy in the age of AI. It presents best practices such as adopting privacy-by-design principles, investing in AI for data anonymization, ensuring transparent data practices, and leveraging federated learning. These strategies aim to enhance personalization while maintaining compliance with data privacy regulations and building consumer trust.