



Background:

Many shops now use Artificial Intelligence (AI) in their apps to learn about our shopping habits, make suggestions and offer savings. While this can be helpful, it is important to understand how our personal information is collected, stored and used.

Breda's Story:

Breda is 72. She was recently diagnosed with a health condition and her doctor told her to follow a special diet.



Her local supermarket has a loyalty card and sends her personalised discounts based on her shopping habits. It works brilliantly. It suggests healthy options to buy each week.

A few weeks ago, Breda noticed something strange. Her discounts were for foods like crisps, cheese and ice-cream, foods that she is supposed to avoid. She mentioned this to her son, Liam. They realised what had happened. Liam had borrowed Breda's loyalty card to get a discount on his own shopping.

The supermarket's AI system couldn't tell that they were different people. Now it was suggesting foods based on Liam's shopping habits, not Breda's health needs. When Breda mentioned this to the supermarket's manager he said "they are part of the terms and conditions that you agreed to when you signed up for the loyalty card".

