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THE ABCS OF RESPONSIBLE AI INTEGRATION

Guiding AI use from preparation through implementation and ongoing operations.

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STRATEGIC ADVISORY
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AI WORKSTREAM



INTRODUCTION

AI is transforming digital marketing across Southeast Asia and India faster than policy and regulation can keep pace. From creative development to analytics and optimisation, artificial intelligence is now part of daily marketing workflows. A recent Deloitte report found that 93% of companies in Vietnam use AI in marketing functions, Malaysia follows at 78%, and even the lowest-adopting SEA markets report more than 60% usage for campaign targeting, content and customer communication.

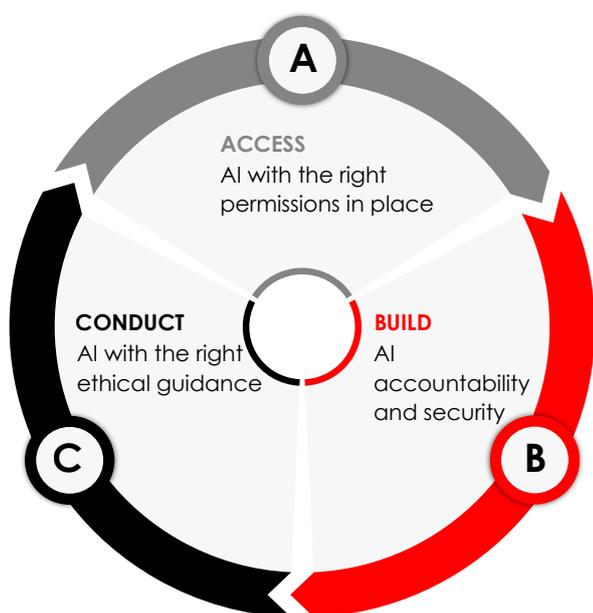
This rapid growth is driven by performance pressures on businesses of all sizes - from SMEs to global MNCs - to automate, personalise, and measure at scale and speed. Singapore now leads the region, with nearly half of enterprises deploying advanced AI and over 60% of digital-first businesses in India have launched generative AI pilots, though only a quarter have fully operationalised AI across their companies.

As adoption accelerates, new questions arise about responsible deployment: Who reviews AI outputs before they go live? How should privacy laws apply when algorithms process customer data? When and how should AI-generated content be labelled? These issues are complex enough within one market; across Southeast Asia and India's diverse regulatory landscape they multiply.

Digital transformation in Southeast Asia and India has often leapfrogged legacy business models, delivering amplified opportunities, but also new risks. Regulatory enforcement remains fragmented: Singapore, Malaysia, and India have comprehensive personal data and AI governance frameworks, while Vietnam and Thailand focus on national data sovereignty.

AI governance is now central to our mission for responsible growth. **The ABCs of Responsible AI Integration**, developed by the IAB SEA+India Strategic Advisory Board, gives companies of all sizes shared foundations across this region's diverse markets.

As AI becomes increasingly part of how brands, agencies, publishers and platforms operate, all companies need to balance speed with consistent trust, transparency, and regulatory alignment across borders and business models. Strong governance sustains business resilience, reputation, and long-term consumer trust.



"AI adoption is accelerating across Southeast Asia and India, and businesses are at different stages of integration. We designed these ABCs to help companies of all sizes with guidance on the foundations to set, the safeguards to strengthen, and the ethical day-to-day practices to embed. The ABCs provide a checklist on what to do first, what comes next, and what needs ongoing attention."



Miranda Dimopoulos
Regional CEO



INTRODUCING THE ABCS OF RESPONSIBLE AI INTEGRATION

The ABCs of Responsible AI Integration covers three focus areas - Access, Build, and Conduct - each reflecting a stage of AI integration: preparation, implementation, and ongoing operations.

They do not constitute legal advice, all actions should be validated by your company's legal, compliance and/or risk specialists.

ACCESS AI with the right permissions in place (Preparation)

1. **Consent Management** - Secure explicit, recorded consent for all uses of personal data in AI-driven campaigns and activations, in line with local market laws.
2. **Platform, Partner & Third-Party Management** - Maintain ongoing oversight of all external parties, with agreements on data ownership, handling, and governance required for every market where campaigns operate.
3. **Privacy & Data Protection** - Collect, store, and process user data in line with market regulations and strong security protocols; minimise and anonymise data wherever possible.

BUILD AI accountability and security into how you integrate AI (Implementation)

4. **Accountability** - Assign and document ownership for AI workflows and compliance, with responsibility mapped to specific teams and/or individuals..
5. **Auditability** - Maintain clear audit trails and ensure your AI providers can supply detailed logs as needed. Update records as regulations and technology change.
6. **Security & Integrity** - Ensure AI systems and related infrastructure have strong safeguards against misuse, breaches, and manipulation. Confirm AI providers meet local data protection requirements.
7. **Team Training & Workflow Updates** - Provide regular training for all relevant teams on AI governance, legal requirements, and emerging risks.

CONDUCT AI with the right ethical guidance (Ongoing Operations)

8. **Bias & Fairness** - Conduct regular reviews for bias and fairness in AI outputs, especially for personalised targeting, creative production, and language/content generation.
9. **Human Oversight & Review** - Integrate human checks, sign-offs, and escalation processes for key decisions especially in areas of risk or regulatory ambiguity. Given how quickly AI capabilities and best practices are developing, ongoing training is essential.
10. **Transparency** - Disclose to consumers when they're interacting with AI or viewing AI-generated content. Disclose to clients and partners where AI is part of your operations.

ROLES IN THE ABCS OF RESPONSIBLE AI INTEGRATION

The ABCs rely on collaboration across four roles in the digital ecosystem. Each connects to different parts of Access, Build, and Conduct, ensuring that responsibility runs through the full lifecycle of AI activity.

Providers

Technology platforms and solution providers who develop, maintain and supply AI systems for digital marketing. Providers are responsible for compliance documentation, enabling audit mechanisms, and supporting safe, transparent deployment for local markets and applications.

Example: Ensuring system-level data compliance, privacy controls, and user transparency preferences can be accessed and passed down to buyers and partners.

Buyers

Advertisers (and their agencies) who plan, invest, and execute campaigns using AI-enabled technology. Buyers set requirements for partner compliance, select technologies and take the lead on briefing, documentation, and disclosure for activations.

Example: Agencies confirming partner platform compliance for PDPA in Thailand or Advertisers ensuring disclosure and sign-off for AI-generated creative in India.

Partners

Service and measurement partners who implement, manage or optimise AI-powered activity. Partners document workflow compliance, share audit records when requested, and maintain open communication with buyers, providers and approvers.

Example: A measurement partner providing written statements for Indonesian data localisation, or a creative partner retaining logs of bias checks performed for brand clients.

Approvers

Legal, compliance, and internal governance teams who review, validate, and sign off on contracts, workflows, and campaign-level execution. Approvers confirm all new partners, tools, and assets meet current regional and cross-border compliance requirements.

Example: Reviewing Singapore PDPA consent documentation before campaign launch, or conducting regular internal audits for ongoing AI capability use.

COMPLIANCE ACTIONS ACROSS MARKETS

The **ABCs of Responsible AI Integration** and roles above require different actions in each market. This table provides examples of typical compliance activities by role and jurisdiction. These examples are illustrative only and do not represent comprehensive compliance requirements. Regulations across the region continue to evolve, so review and update practices regularly.

Key:

ACCESS

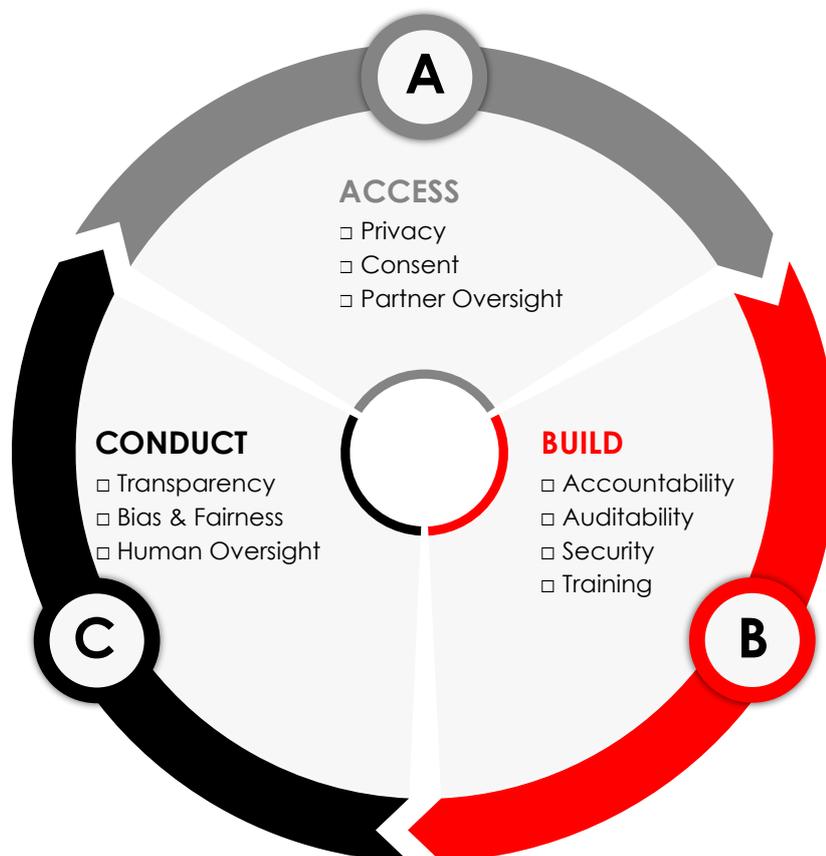
BUILD

CONDUCT

MARKET	BUILDERS	BUYERS	PARTNERS	APPROVERS	REGULATORY REFERENCE
Singapore	Provide compliance documentation for AI/data systems.	Specify AI usage and data handling in briefs.	Supply audit trails for services.	Review contracts for PDPA.	PDPA
	Enable user consent and audit logs.	Require partner disclosure and documentation.	Provide PDPA-compliant statements as needed.	File audit /disclosure signoffs before campaign launch.	
Malaysia	Store and process personal data locally.	Select AI/tech partners with local data policy.	Label and document AI-generated assets.	Perform compliance checks prior to launch.	PDPA
	Issue written partner compliance statements.	Retain partner compliance records.	Archive service provider data location docs.	Archive signed proof for audits.	
Indonesia	Ensure local server/data storage.	Use only local-compliant software/platforms.	Obtain formal assurance.	Approve launch only with locally compliant statements.	PDP Law
	Provide assurance letters to buyers and partners.	Document all regulatory steps for client projects.	Avoid partners processing or storing data offshore.	Archive all documents.	
Thailand	Certify PDPA compliance for all AI software/tools.	Include AI disclosure and PDPA proof in briefs/contracts.	Document process for every creative/content asset.	Compliance signoff required for all campaigns and partner agreements.	PDPA
	Enable content/language disclosure.	Require influencer contracts.	Keep disclosure logs for audit.		
Vietnam	Store and process all user/campaign data in-country.	Get written statements from all tech/agency partners.	File bias checks and compliance docs.	Final approval for domestic data storage, compliance, and partner selection.	Data Localisation
	Provide partner documentation.	Conduct pre-launch bias/language review.	Archive approvals and partner documents.		
Philippines	Tag and document any AI-generated influencer/brand assets.	Direct partners to supply explicit consent/contracts.	Label all AI advertising /content.	Audit and sign off all campaign contracts and disclosures before activation.	Data Privacy Act
	Contract for explicit consent/disclosure.	Retain clear signoff/audit documentation.	Archive proof of consent and disclosure for audit.		
India	Document DPDP-compliant processing, consent, and automation.	Specify bias review and user consent in campaign briefs.	Supply client, user, and regulatory sign-off for all AI-enabled work.	Approve only after verifying bias reviews and consent for compliance audits.	DPDP Act
	Enable bias/fairness logs.	Require local partner sign-offs.	File consent logs.		

APPLYING THE ABCS OF RESPONSIBLE AI INTEGRATION IN YOUR OWN COMPANY

The **ABCs of Responsible AI Integration** work for any company type. Whether you're a platform, agency, brand, or partner - a global MNC, regional superapp, local publisher, or small business - these four steps help you apply the principles to your operations.



1. Know your role.

Identify where your business sits as a Provider, Buyer, Partner, or Approver. Some companies play multiple roles; an agency is a Buyer when working with platforms, but becomes a Partner when serving brand clients. A publisher is a Provider when selling inventory, but becomes a Buyer when purchasing data services. Knowing which role you play in each business relationship defines who owns which decisions.

2. Align with the ABCs.

Assess how your current practices align with Access, Build, and Conduct. You might find strong data controls under Access but gaps in human review under Conduct. This helps identify where to strengthen your AI governance.

3. Localise to your markets.

Check your practices against local requirements. The ABCs market guidance table gives examples by jurisdiction, but regulations vary and are evolving. Companies operating across multiple markets need to adjust for each of these variations.

4. Review and evolve.

Revisit the ABCs as your AI use evolves. When you adopt new tools, enter new markets, or regulations change, update your workflows, partner requirements, and team training accordingly. AI capabilities and regulations are changing quickly and businesses need to stay agile.

EVOLVING WITH AI FOR RESPONSIBLE GROWTH

This is the first iteration of **The ABCs of Responsible AI Integration**, developed through collaboration between IAB SEA+India Strategic Advisory Board members from Publicis Groupe, Google, Meta, and DoubleVerify. As AI capabilities and market regulations evolve, the Board will continue to refine and expand these ABCs to reflect the region's changing needs.

Download The ABCs of Responsible AI Integration and assess your current practices using the checklist, from preparation (Access) through implementation (Build) to ongoing operations (Conduct), to identify current strengths and opportunities for responsible growth.

Get involved and share how your company has applied the ABCs, contribute to future iterations, or learn about Strategic Advisory Board and membership opportunities. Contact hello@iabseaindia.com.

"AI is here to stay, but its impact will be defined by the choices we make today. In line with IAB SEA + India's purpose of building a responsible digital ecosystem, this simple framework helps guide AI adoption with accountability, transparency, and ethics at its core."



Sapna Nemani
Chief Solutions Officer APAC



"When leaders first start exploring AI use cases — especially custom integrations — it's common to experience a sense of imposter syndrome. You may question whether you're the right person to lead the agenda, or whether someone else is better equipped. In reality, meaningful impact doesn't require a grand transformation to begin. It often starts by improving how your own team works, or by introducing a small but thoughtful AI use case with a client.

The ABCs of AI offer a practical way in: they provide a clear framework for action and help you identify where you can lead with confidence — and where to stretch. For me, the journey began with formal certification to build fluency in the language of AI, which made the possibilities far more tangible. AI is already reshaping how we work and live; the only way to build confidence is to engage, experiment, and learn by doing."



Anni Tankhiwale
Director, Head of Agencies
Southeast Asia and Emerging Markets



APPENDIX

Methodology

Development of these guidelines followed a multi-step process:

- **Strategic Advisory Board AI Guidelines Workstream:** Senior leaders from Google, Meta, DoubleVerify, and Publicis Groupe contributed expert insights, recommendations, and detailed company policy frameworks, focusing on operational realities and risks across regional digital markets.
- **Analysis and Guideline Development by IAB SEA+India:** The IAB SEA+India team analysed the Strategic Advisory Board's inputs to create these 10 guidelines and the four-role compliance framework (Providers, Buyers, Partners, Approvers) mapped against local market regulations.
- **ABC Framework Design:** The workstream developed the Access-Build-Conduct structure to make principles easier to understand and apply.
- **Validation Against Global IAB Standards:** Final guidelines underwent comparison with frameworks from IAB chapters worldwide to ensure alignment with international best practices whilst maintaining regional specificity for Southeast Asia and India.

"The marketing landscape is increasingly complex with multiple channels to reach audiences. Marketers face the challenge of constantly innovating while managing the ROI across these channels and are looking to leverage third-party AI that can support their goals. The continuous invention of new areas for deploying AI in marketing results in a constant tug-of-war between the benefit of being first adopters versus the regulatory risk of doing so. The intent of the AI principles in this document is specifically to help companies across a broad spectrum of use cases with a usable framework, which can be fine-tuned to the specific situation they face."



Rahul Vasudev

Vice President - International (APAC & EMEA)



Glossary

AI Governance: The set of policies, processes, and controls for responsible, compliant, and ethical development and deployment of artificial intelligence in marketing and advertising.

Bias: Systematic errors or prejudices from algorithms or outputs that may affect fairness or inclusion.

Consent: Explicit, informed permission from an individual or client to use their data in AI-driven analytics, marketing or personalisation.

Audit Trail: Documentation of decisions, approvals, and system actions relevant to AI-driven activities, for compliance review.

Content Provenance: Verifiable information about the creation, history, and algorithmic processing of digital assets or media.

Human Oversight: Involvement of trained teams in reviewing and approving AI-driven processes and outputs to ensure ethical standards and compliance.

Data Localisation: Regulatory requirement to store and process data within a country's borders.

Platform/Third-Party Management: The process of onboarding, monitoring, and periodically reassessing suppliers for compliance with AI and privacy standards.

Transparency: Disclosure to clients, partners, regulators, and audiences about where, how and why AI systems are used in advertising and marketing.

Additional References

- Global IAB AI Governance Frameworks
 - IAB US: [AI Governance and Risk Management Playbook](#)
 - IAB EU: [IAB EU AI Whitepaper](#)
 - IAB Poland: [Guide to Artificial Intelligence \(AI\)](#).
 - IAB Tech Lab: [AI in Advertising Primer](#)
- Strategic Advisory Board AI Workstream Members Company AI Guidelines
 - Google: [AI Principles](#)
 - Meta: [Responsible Use Guide](#)

THE IAB SEA+INDIA STRATEGIC ADVISORY BOARD

AI WORKSTREAM

The **IAB SEA+India Strategic Advisory Board** is our highest level of industry advocacy, bringing together senior leaders to guide progressive, responsible growth for digital marketing across Southeast Asia and India. The Board focuses on the issues that build long-term confidence in the market, where technology adoption, regulation, and business accountability intersect.

The ABCs of Responsible AI Integration was developed by the **AI Workstream** of the Strategic Advisory Board to provide clear, practical foundations for this next phase of adoption. It guides organisations from preparation through implementation and ongoing operations, offering a common reference point for responsible AI use across business models and markets.

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The IAB SEA+India is the not for profit industry association that unites the digital marketing industry across 7 countries in Southeast Asia and India for collective progress and responsible growth.

The membership, comprising platforms, agencies, publishers, retailers, and brands, has a highly engaged global audience who see IAB SEA+India as a neutral source of truth on what's now and next for digital marketing in the region.

With a dual Regional Board structure and active specialist Councils, practitioners collectively design solutions such as playbooks, frameworks and whitepapers specifically for the region.

Visit iabseaindia.com for more information about becoming a member.

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