

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.

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.

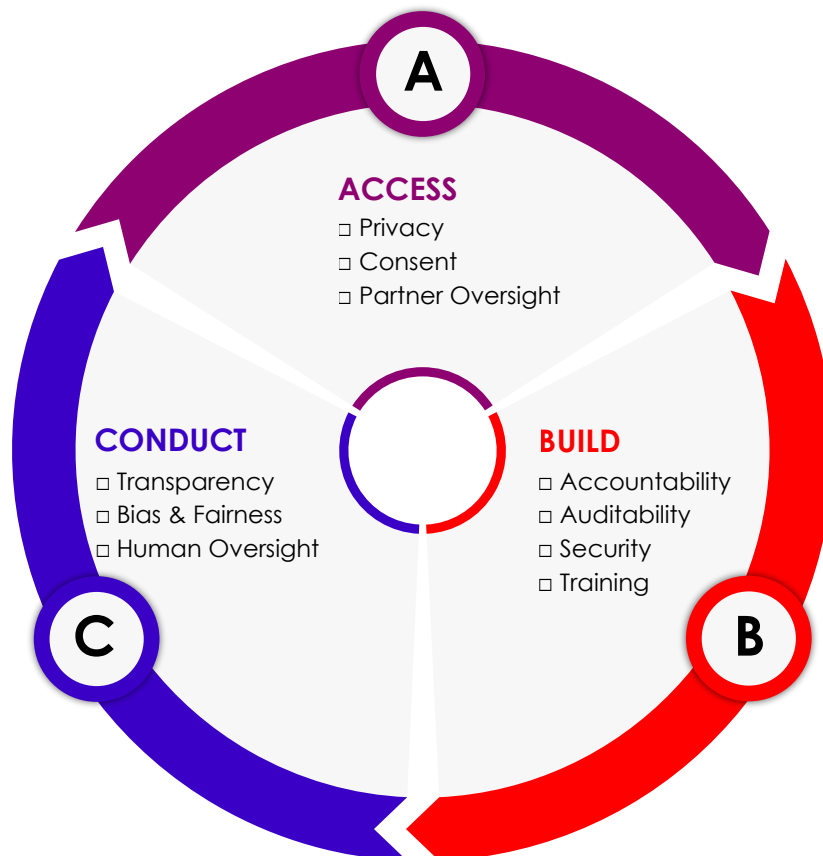
Key:

ACCESS	BUILD	CONDUCT
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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.	<a href="#">PDPA</a>
	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.	<a href="#">PDPA</a>
	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.	<a href="#">PDP Law</a>
	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.	<a href="#">PDPA</a>
	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.	<a href="#">Data Localisation</a>
	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.	<a href="#">Data Privacy Act</a>
	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.	<a href="#">DPDP Act</a>
	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.