

ISBA PUBLIC AFFAIRS NEWS**January 2025****AI**

OpenAI, the company behind ChatGPT, began to explore [adding advertising to its AI products](#) as it transitions to a for-profit model.

A coalition of civil society, trade unions, academics and campaigners led by the [Open Rights Group](#) called on Technology Secretary Peter Kyle to amend the Data (Use and Access) Bill and abandon proposals that would remove the right to avoid decisions being made solely by automated or AI systems.

Amendments to the Data (Use and Access) Bill regarding [copyright and AI](#) have been tabled, including backing from Liberal Democrat Peers. Their backers say that the amendments would strengthen the UK's copyright framework, giving creative industries, media organisations and individuals more control over whether their copyrighted work can be used to train GenAI models.

The Guardian reported a [possible division](#) between DCMS and DSIT on whether companies should be required to opt-in or opt-out of a future copyright scheme. The Government [launched a consultation](#), which is open until 25 February.

Food & Drink

The Government [laid before Parliament the secondary legislation](#) which will bring into effect the 9pm TV/ODPS watershed and paid-for online ban on 'less healthy' food and drink products, slated for 1 October. [Guidance on the products in scope](#) was also released.

Health Secretary Wes Streeting said that [fast food firms were "flooding" areas close to schools](#) and "cruelly targeting kids" after research claimed that around 1,000 new outlets have been opened near schoolgates.

Gambling

Gambling Minister Baroness Twycross [spoke at the GambleAware annual conference](#), setting out the Government's work to strengthen protections against gambling harms.

DCMS and the Gambling Commission [set out how they are working together](#) to deliver an appropriate programme of work to evaluate the impact of the Gambling Act Review.

Online Advertising

Sector Minister Sir Chris Bryant issued a [Written Statement](#), and the Department for Culture, Media and Sport issued a [progress update](#), on the Online Advertising Taskforce (of which ISBA is a key member, chairing the age assurance and influencer marketing sub-groups). The Taskforce is focused on tackling harms which may be caused by the content or placement of online ads. Its life has been extended for another 12 months.

DCMS [published a research report](#) on the online advertising experiences of internet users aged 18+, as well as children through insights provided by their parents.

European regulators are [scrutinising an ad partnership between Google and Meta](#) that allegedly allowed for the targeting of teenagers, bypassing Google's own policies prohibiting ad personalisation for minors. The partnership, revealed in an *FT* investigation, involved ad campaigns promoting Instagram to teenagers on YouTube. Google employees informed Meta of a loophole involving a user group labelled "unknown", which skewed towards under-18s, enabling targeted advertising.

Google announced to organisations that use its advertising products that, from 16 February 2025, it will no longer prohibit them from employing fingerprinting techniques. The ICO [issued a response](#) emphasising that any such techniques must be "lawfully and transparently deployed".

Online Harms

Meta's independent Oversight Board [launched an investigation](#) into the company's decision to keep three controversial posts online following the Southport stabbings. The posts falsely claimed that the perpetrator was a Muslim asylum seeker.

Ofcom [announced](#) Oliver Griffiths as its new Group Director for Online Safety. The regulator also [unveiled the final codes of practice](#) for the Online Safety Act, giving digital platforms until 16 March 2025 to assess risks of illegal content or face potentially massive financial penalties.

The ASA [published a report](#) providing a unique insight into the online supply pathway of ads for alcohol, gambling and other age-restricted ads. The report presents a generally positive picture of how the industry is working to limit children's exposure to age-restricted ads.