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AI – THE GOOD, THE BAD AND THE PROGRESS IN BETWEEN

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Artificial Intelligence (AI) is transforming nearly every aspect of modern life—from how we work and learn to how we connect, shop, and even make medical decisions. With tools that can automate tasks, personalize experiences, and solve complex problems, AI offers remarkable benefits. As the technology evolves, so do the risks—raising questions about privacy, bias, misinformation, and fraud. We're going to take a closer look at both sides of AI: the challenges we are navigating and the opportunities it provides, and how we are using them at Hillside.

THE DARK SIDE OF AI

Let's explore the darker side of AI: **deepfakes**—convincingly fabricated media that can mislead, manipulate, and even endanger unsuspecting Canadians.

We take this very seriously at **Hillside** and want to ensure our clients feel protected from any misinformation circulating.

Deepfakes are increasingly being used to impersonate public figures or trusted representatives to commit financial scams and fraud.

In May of this year, a deepfake circulated of PM Mark Carney endorsing a fake state investment platform. It caused quite the stir and led to many media outlets reviewing **a few ways to spot a deepfake**.

1. **The platform!** Are you watching on a reliable source?
2. **Taking a second look** – the lighting, the voice, the movements.
3. **Check in!** Your Hillside team is here for you. Please use us and let us know if you have any questions or concerns about anything you see or hear.

At Hillside, nothing is more important than our clients. We value your trust and place that above all else. The AI landscape is evolving, and we are here to help you navigate through how it continues to change the financial world.



THE BRIGHT SIDE OF AI

While the dark side of AI can be both intimidating and worrisome, the positive benefits are increasing and at Hillside we have found ways to incorporate AI tools to our benefit, and yours.

While we love to see you in the office, we see most of you via Zoom. The Zoom platform now has the ability to transcribe our meetings. This means more accurate notes, easily set reminders and tasks, less human error, superior compliance and more efficient time management.

As well, AI helps with identification. Those two-factor authentication procedures we all love to hate, well, AI helps with facial recognition. Making it harder for anyone to impersonate you.

These AI capabilities allow us to focus on YOU – and what really matters to you, while ensuring we don't miss a beat.

PROGRESS, TOGETHER

Progress is never perfect, and we expect AI to rear the ugly side of its head in the future. We also expect to be able to continue to benefit from the advancements, always with our clients in mind.

Because while AI may be changing the tools of our trade, at Hillside we'll always be ***real people working together to realize big, meaningful dreams.***

If you have questions about AI or how Hillside works with it or just want to get a better understanding of what to look out for from a misinformation and privacy standpoint, please [reach out!](#)



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