For the customised version, this would mean allowing the company that built the agent to have access to personal information (such as voice recordings and location data). The agent will customise itself to be just as YOU want it, so your interactions with it will be more enjoyable and easier, since the agent will speak in your accent and mirror your personality. For the standard version, your privacy is guaranteed, but perhaps your interactions with the agent will be less meaningful and enjoyable to you.

**BACKGROUND**

Artificial agents (including virtual assistants such as Amazon’s Alexa & Google Home) can make life easier for their users in many ways. For example, by organising your schedule, suggesting places to visit, and providing you with information in a very fast and convenient way.

**DISCUSS**

Which would you choose: standard or customised interactions? What factors would influence your decision?

Would you like the virtual assistant to become personalised to you? Would you connect it to your music app, your diary and your Netflix on your TV?

What if you had purchased the virtual assistant not for your own use but for your elderly mother? Would that affect your decision?

Would the nature of the AI make it more "acceptable" for you to agree to provide all that data? For example, would you be more willing to share your weekly schedule with your home heating AI so that it knows when to turn on the heat automatically for you, or a navigator system that lets you know how long your commute home will be?