



## Advocates Target AI Safety Summit w/ Digital Ads Calling Out Sunak's Fealty to Big Tech Platforms

2 Nov - [The Citizens](#) today are geotargeting Bletchley Park and attendees at the AI Safety Summit with a digital ad campaign, featuring AI generated ads calling out PM Sunak for letting Twitter, Meta and tech platforms control him and set the AI agenda.

The contextual ads started running early Thursday morning, and will appear on websites visited by delegates in the building and nearby the AI Safety Summit.

"We want delegates to the so-called AI Safety Summit to know that they are being targeted - today, tomorrow, and everyday, sadly - with digitally altered imagery intended to distort public opinion of leaders and officials," said Clara Maguire, Executive Director of The Citizens. "AI risks aren't frontier, they're here, but PM Sunak is more interested in chatting with Elon Musk and letting Nick Clegg offer future fixes to AI harm, when their platforms are rife with them now."

The campaign encourages the audience to hear from the real experts - civil society, tech accountability leaders and advocates who are calling out AI's harms now - and [links to a people's platform for AI Safety, a white paper on the risks of Meta and social platforms to election integrity and other resources and expert quotes](#) about the AI Safety Summit.

The Citizens also organised on Monday [The People's AI Summit, a conversation with leading experts and advocates on the risks and harms of artificial intelligence](#). An image from our campaign is below. (courtesy: The Citizens)



[Extensive research on PM Sunak's AI Task force, Meta and other platforms active AI harms and expert commentary can be found here.](#)

Media inquiries welcome and interviews are available, [ben@the-citizens.com](mailto:ben@the-citizens.com). The People's AI Summit has been organised by a coalition of groups led by The Citizens, a not-for-profit journalism organisation with a focus on democracy, data rights and disinformation.