

Request

Response

1. The number of complaints, enquiries or referrals received by your authority, including referrals received through the Citizens Advice Consumer Service, where AI-generated or synthetic content was recorded as being relevant to the complaint, for the periods 1 January–31 December 2023, 2024, 2025 and 1 January–31 August 2026.

Nil

2. Of these, where recorded, the number relating specifically to online advertising, social media advertising, online retailers or e-commerce websites.

N/A

3. Where recorded, a breakdown of complaints involving: AI-generated images of shops, business premises or locations; AI-generated product images; AI-generated images or videos of customers, models or testimonials; AI-generated or deepfake celebrity/public figure endorsements; AI-generated text used to market or describe products/services; other AI-generated or synthetic advertising content.

N/A

4. Where recorded, the total monetary value of losses reported in connection with these complaints, enquiries or referrals, broken down by year.

N/A