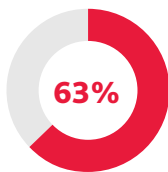


BDO AI RISK SURVEY

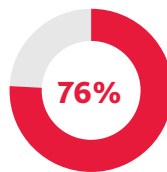
Retail & Wholesale

As retailers race to personalise experiences and sharpen omnichannel performance, **Privacy Week 2026** exposes a widening trust gap driven by limited visibility into where AI runs and what customer data it touches.

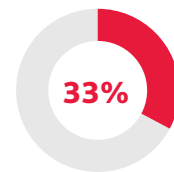
This infographic highlights key findings from **research commissioned by BDO**, revealing the biggest privacy blind spots and opportunities to build trusted, transparent, and resilient customer experiences.



of retail and wholesale executives who responded to the survey have identified **regular audits as key to mitigating AI risks**.

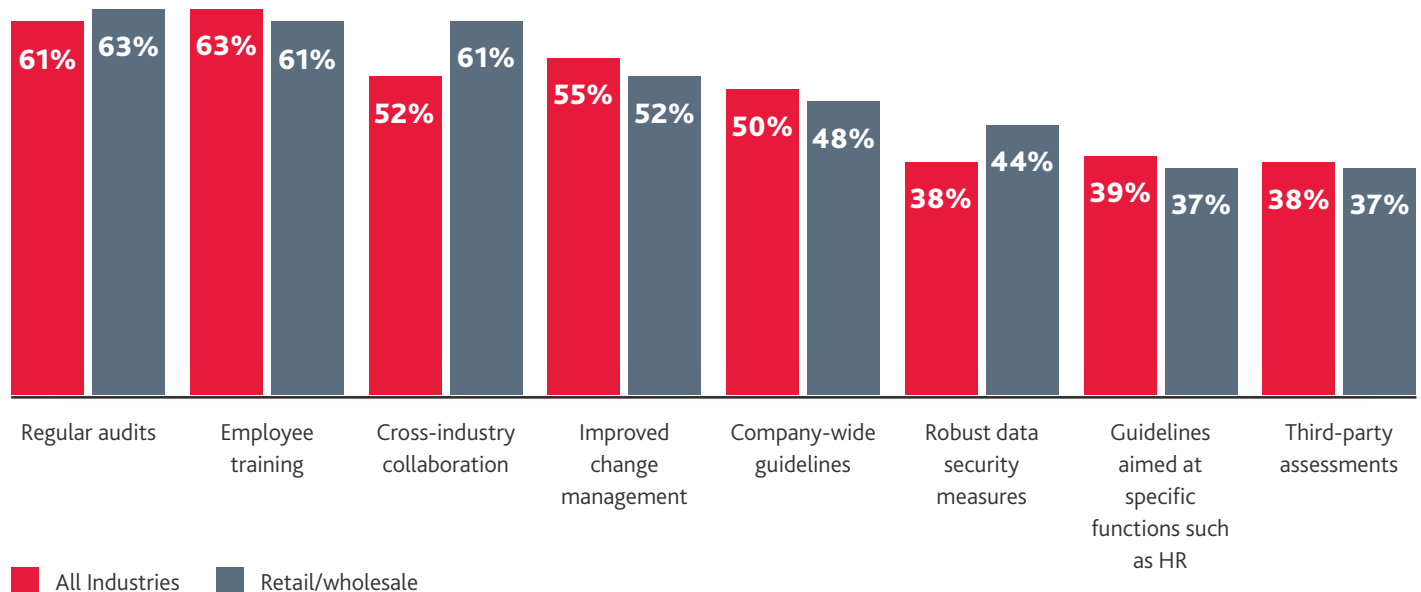


say they have a privacy compliance/control framework, but only **37%** review it annually.



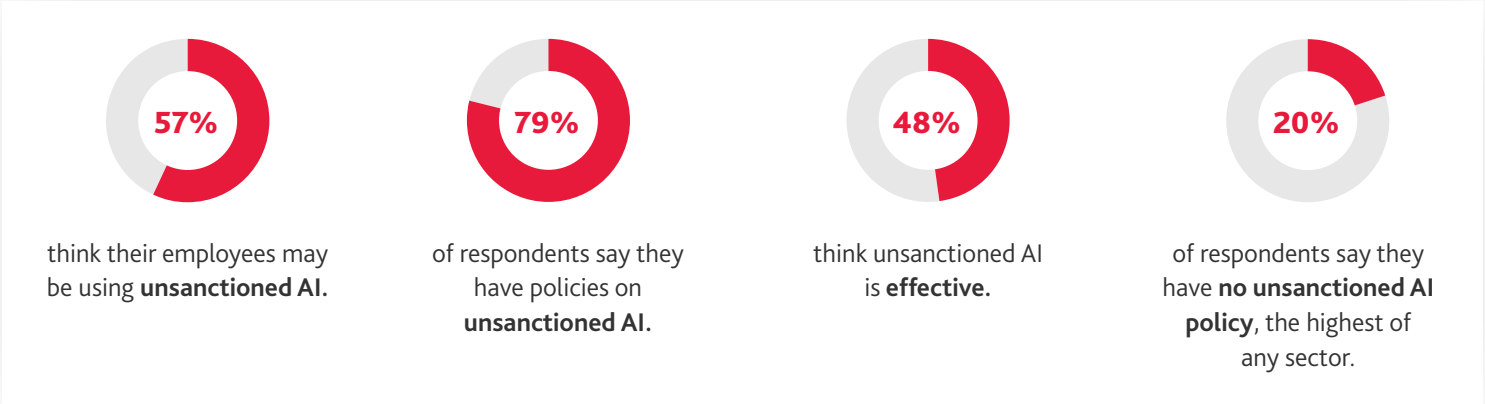
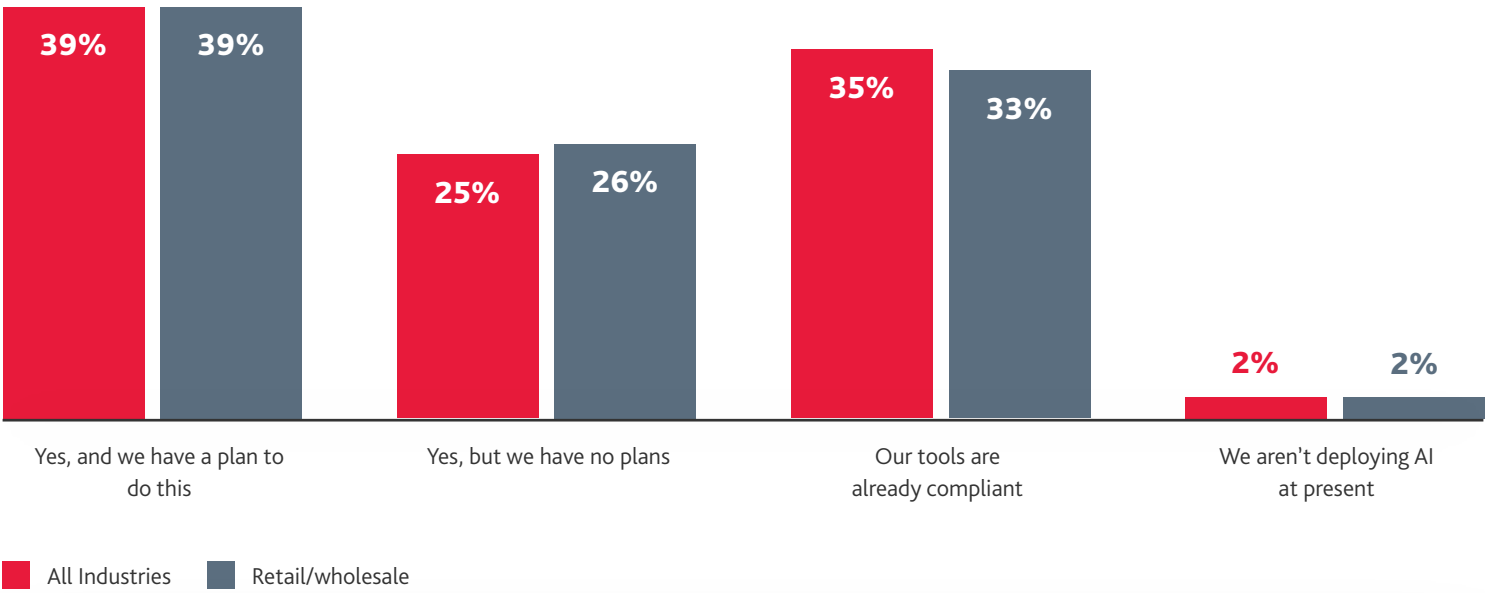
of retail organisations assess AI risk both before implementation **and** continuously when in use.

STRATEGIES TO REDUCE AI RISKS



Over half of retail organisations place AI accountability with senior leaders in legal/compliance (**30%**) or risk management (**22%**), underscoring the need to move AI from a risk mitigation mindset to a top level strategic priority.

AI SYSTEMS TO BE RETIRED OR ADAPTED DUE TO UPCOMING REGULATION



Source: Key findings from research commissioned by BDO, including: 415 respondents globally, of which 54 were in retail/wholesale. Job titles in retail/wholesale include CEO/MD (26%) CFO (20%), Head of Legal (11%), CIO (15%) and other senior roles. Company revenue was at least \$50m, 31% of retail/wholesale sector respondents were at companies with revenues more than \$5B.

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