

The new hybrid

# Imagine if... machines anticipate our every need

Hyper  
connectivity



Artificial  
intelligence



**“Not only could machines become indistinguishable from humans, but technology could change what DNA is and how humans operate. The societal and cultural implications here are massive and profound.”**

**Caroline Rivett**

Global Life Sciences Cyber  
Leader Partner, KPMG in the UK

Our fourth group of “Imagine ifs” explores the interaction between people and machines, and how it sets the scene for a possible convergence between the two.

**By 2071, personal assistants can anticipate our every need and make sure those needs are met before we even realize we have them. Personal assistants oversee our interactions with the internet and the virtual world, assist us in getting the best from those worlds and safeguard us in our interactions.**

Personal assistants become intimately linked to our lives. A balance has to be struck between the commercial advantages to the provider of the assistant and the independence of that assistant in meeting our needs. This space will be increasingly regulated as societal concerns develop over the biases shown by such assistants.

Privacy concerns will also develop over the extent of data collected and maintained by such assistants, as well as the complexities of determining the extent of the agency which can be shown by such assistants particularly when anticipating our future requirements.

Cyber crime will find ways to manipulate such assistants both to steal personal data, but also to defraud the individuals supported by those assistants. Nevertheless, these assistants will play a key role in preventing crime against their owners by implementing sophisticated fraud prevention algorithms.

Over time we move from a model of protecting end points and computer systems to one of protecting the lifestyle and interests of an individual.

