



Information Governance Team

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Dear Sir/Madam

Freedom of Information Act 2000 (FOIA)

Request ID: FOI872170222

Thank you for your request for information relating to Complaints involving Artificial intelligence (AI) being used in online advertising, marketing or onl.

You have requested the following information:

Please provide the following for the periods 1 January–31 December 2023, 2024, 2025 and 1 January–31 August 2026:

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.

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

3. Where recorded, please provide 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.**

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

If some of the requested breakdowns are not recorded, please provide the information that is held rather than refusing the request in full.

We may hold the information which you have asked for, but we have estimated that the cost of meeting your request would exceed the cost limit of £450 specified in the Freedom of Information and Data Protection (Appropriate Limit and Fees Regulations 2004). This represents the estimated cost of one person spending 18 hours or more, in determining whether the information is held, locating, retrieving and extracting it.

Our current database does not have a specific category or searchable field that identifies complaints involving AI. Any reference to AI would only be contained within the free-text body of an individual complaint. Therefore, to establish whether any relevant complaints were received during the requested four-year period, each complaint record would need to be opened and reviewed individually. We estimate that this will exceed 18 hours and therefore your request has been refused under section 12 of the Act.

For information, we publish a variety of information such as: [FOI/EIR Disclosure Log](#), [Publication Scheme](#), [Facts about Coventry](#) and [Open Data](#) that you may find of useful if you are looking for information in the future.

If you are unhappy with the handling of your request, you can ask us to review our response. Requests for reviews should be submitted within 40 days of the date of receipt of our response to your original request – email: infogov@coventry.gov.uk

If you are unhappy with the outcome of our review, you can write to the Information Commissioner, who can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF or email icocasework@ico.org.uk.

Please remember to quote the reference number above in your response.

Yours faithfully

Information Governance