

Ethical AI in Marketing: Open Source Automation That Respects Human Behavior

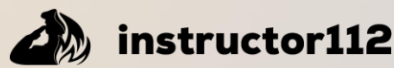
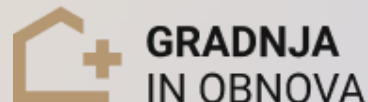
Building Customer Trust Through Transparent
Algorithms and Behavioral Science

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Satisfied Customers



Why This Matters

We all have legal
frameworks — but where are
our **ethical ones?**

A person in a dark coat is walking away from the viewer on a winding path through a dense forest. Sunlight filters through the trees, creating a warm, golden glow. The path is illuminated, and the person's shadow is cast on it.

**Ethics
begins**

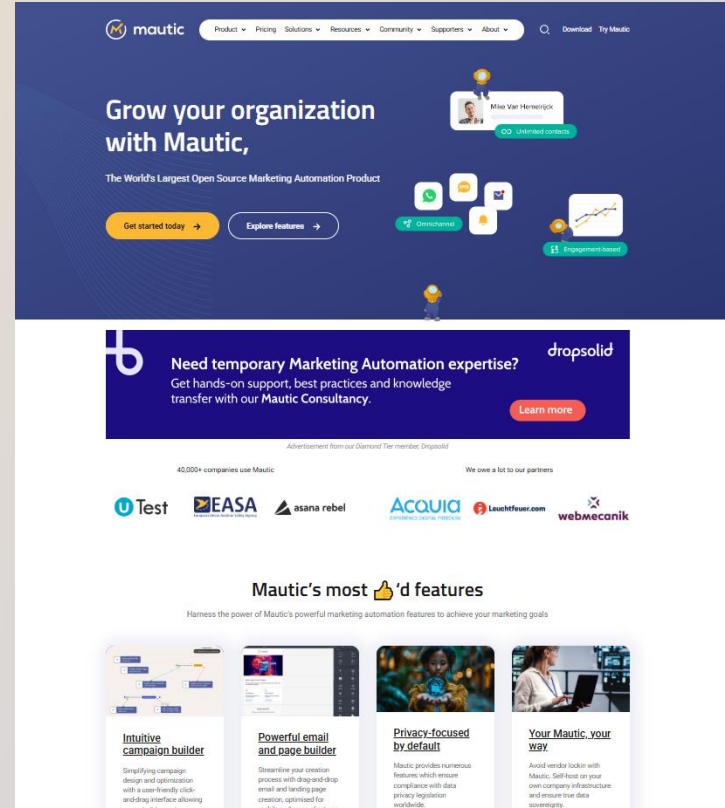
SFSCON 2025

A classical stone building with columns and an arched entrance. In the foreground, a large, broken chain lies on the ground. To the right, a scale of justice is visible. The scene is dark and moody, with a bright light source from the left creating a strong contrast.

**Where the
law ends.**

Mautic – open-source marketing automation

- Data stays under your control.
- Code is transparent — community can review it.
- You can integrate ethical principles yourself.
- Yet even here... the line between **helping** and **nudging** is thin.



The screenshot shows the Mautic website homepage. The header includes the Mautic logo and navigation links: Product, Pricing, Solutions, Resources, Community, Supporters, and About. A search icon, 'Download', and 'Try Mautic' link are also present. The main hero section features the headline 'Grow your organization with Mautic,' followed by the subtext 'The World's Largest Open Source Marketing Automation Product'. It includes two buttons: 'Get started today' and 'Explore features'. To the right, there are icons for 'Onboarding', 'Engagement', and 'Reporting', along with a testimonial from 'Mias Van Hemerijck' and a '100+11111111 contacts' badge. Below the hero section is a banner for 'dropsolid' offering 'Need temporary Marketing Automation expertise?' with a 'Learn more' button. A section titled '40,000+ companies use Mautic' lists logos for UTest, EASA, asana rebel, ACQUIA, Leuchtefour.com, and webmecanik. The bottom section, 'Mautic's most loved features', highlights four key capabilities: 'Intuitive campaign builder', 'Powerful email and page builder', 'Privacy-focused by default', and 'Your Mautic, your way'.

Scenario: Applying for a Newsletter

- **A user fills out a newsletter form** (built in Mautic).
- **System tracks engagement** – open rate, clicks, timing.
- **Integration with MindSonar:** detect mindset patterns (e.g. "detail-oriented", "visionary").
- **Send follow-up email tailored to thinking style** – not to exploit, but to connect better.



What is that?

Personalization?

Manipulation?

Consent vs. Ethics

- GDPR = legal consent.
- Ethical AI = moral intent.
- "By clicking I agree, users give permission — but not understanding."
- We have legal agreements; we lack ethical charters.
- Proposal: introduce Ethical AI Statements in open-source projects.
- Where comes in BIG DATA?



Behavioral Insight: MindSonar®

- Measures mindset, values, and motivation filters.
- Used ethically in coaching and HR with transparency and consent.
- Integrating it with marketing automation can humanize communication — if done responsibly.
- But imagine if state-level actors use similar profiling without limits — predictive control becomes possible.

The more we understand people,
the greater our responsibility to protect them.

Ethical Guidelines

1. **Transparency** – Open data builds trust.
2. **Explainability** – Show why users see what they see.
3. **Autonomy** – Real choice, not illusion.
4. **Community Oversight** – Open-source peer review.
5. **Human-Centered Design** – Respect cognition & emotion.



What We Can Assess vs. How It Can Be Abused

We Can Ethically Assess

- Motivation patterns
- Decision-making style
- Stress triggers & communication preferences
- Values alignment

Potential Abuses

- Emotional manipulation
- Political micro-targeting
- Predictive profiling
- Surveillance without consent

Ethics isn't what technology can do.
It's what we choose NOT to do.

Technology is not our enemy.
It's our mirror.
Let's make sure it reflects the best of us.



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Thank you for your attention.
Let's make this World better.
Start with you.

