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AI-Generated Content Increases Disinformation Risks for Ultra-High- Net-Worth Individuals

As AI-generated content becomes more deeply embedded in online news and search ecosystems, ultra-high-net-worth individuals face growing reputational and legal vulnerabilities. Effective mitigation requires proactive monitoring, swift correction of false narratives, direct engagement with content platforms, and strategic management of one's digital footprint to preserve credibility.

AI is reshaping how information is produced, consumed, and trusted, and in the process, introducing new reputational and legal risks for ultra-high-net-worth individuals (UHNWIs). The rise of AI-generated news summaries—often brief, decontextualized, and error-prone—can rapidly amplify misinformation across platforms. For UHNWIs, inaccurate summaries can spread faster than original reporting, influencing search results, stakeholder perceptions, and even regulatory scrutiny. As young inheritors embrace AI tools and older ones voice concerns over control and transparency, the risk of reputational damage grows. Deepfakes, voice cloning, and AI-driven scams further complicate succession planning and legacy protection, making proactive monitoring and response essential.

Unlike traditional reporting, AI-generated summaries often rely on scraped content and fragmented context, which can introduce factual errors or biased framing. Intentionally brief AI content frequently comprises three to four bullet points. The lack of human input, fact-checking, context, and nuance can lead to the widespread dissemination of inaccurate or damaging statements (potentially attributed to what appears to be a legitimate publication from which the AI program derived the information). For UHNWIs, whose personal and financial affairs are frequently covered by international media, an inaccurate AI summary can spread faster than the original article, influencing search results, decision-maker sentiment, and even regulatory perceptions.

Responding effectively to AI-generated inaccuracies requires speed, coordination, and foresight. The following strategies can help UHNWIs and their advisors manage exposure and preserve credibility:

1. **Stay Vigilant and Monitor Continuously.** Establish dedicated teams that monitor both traditional and AI-generated content across platforms. Quick identification of misleading summaries is crucial to limiting their reach.

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2. **Undercut False Narratives.** Maintain a ready account of the accurate position supported by documentation. Rapid deployment of verified information can counteract misleading AI outputs before they gain traction with key stakeholders.
3. **Engage Platforms Directly.** As search engines integrate generative AI into their results, inaccuracies may originate not from journalists but from automated summaries. Knowing how to contact the responsible platform teams and request corrections or removals is now a critical part of reputation management.
4. **Plan Ahead.** Because generative models continuously learn from existing online data, decisions about what information to publish or keep private carry long-term implications. Proactively shaping your digital footprint reduces the chance of future distortions.

AI-generated summaries mark a new era in reputation risk: misinformation can now spread automatically as algorithms misinterpret existing content. UHNWIs and their advisors should adapt with faster, more precise monitoring and response strategies to protect credibility in the AI age.

About Kobre & Kim

Kobre & Kim specializes in cross-border disputes and investigations, frequently involving allegations of fraud and misconduct.

We provide offensive and defensive multi-jurisdiction litigation and crisis management strategies to UHNWIs with global business interests to preserve their assets, liberty, and reputation.

- Our industry-recognized experience in helping “businesses and successful individuals to understand and deal with the reputational and privacy issues that have the potential to put them in the spotlight,” according to *Citywealth*.
- Our onshore and offshore lawyers – including an integrated group of U.S. litigators, offshore lawyers qualified in key jurisdictions, Hong Kong solicitors, and English barristers and solicitors – help clients identify vulnerable assets and mitigate reputational harm caused by investigations.
- Our ability to coordinate legal strategy and work closely with various stakeholders (including crisis communications and public relations firms) allows us to formulate holistic strategies to preserve reputation and mitigate privacy concerns.