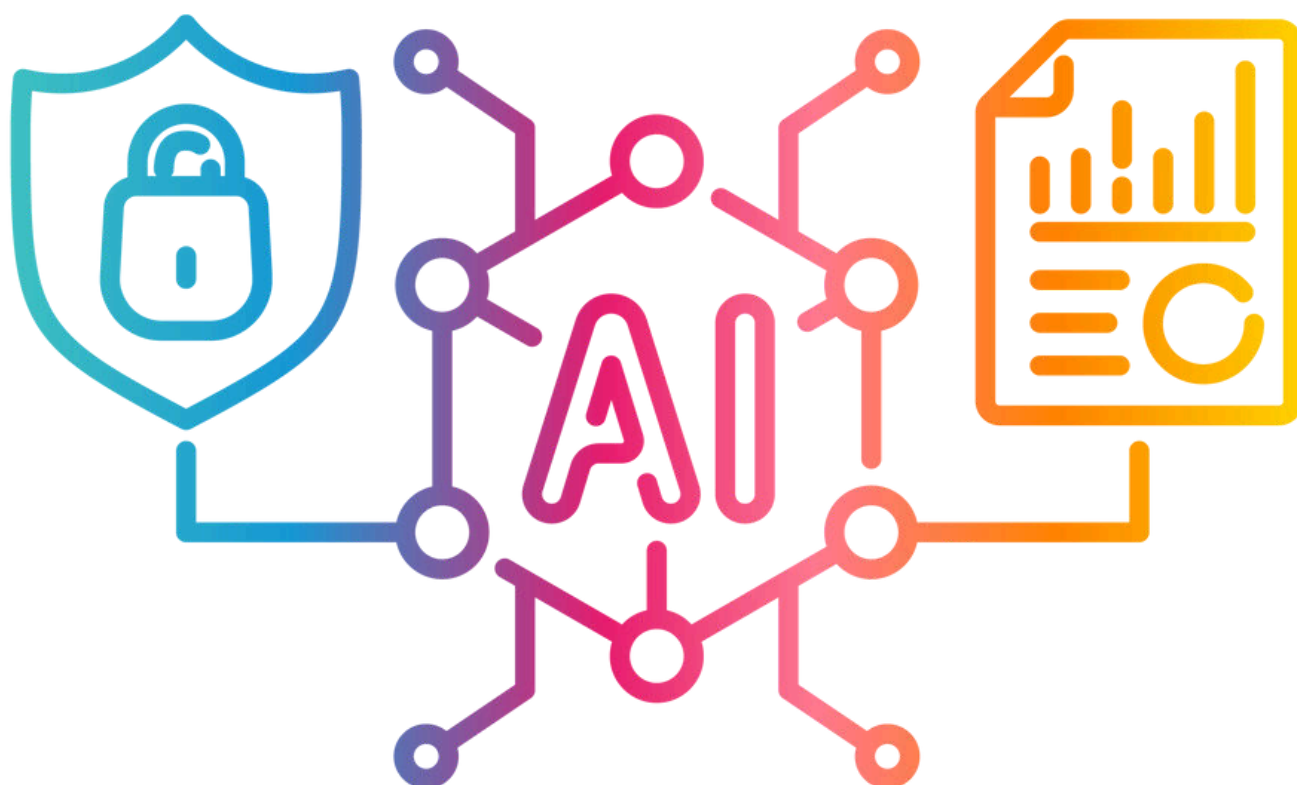


The Content Compliance Landscape: Insights From Enterprise Gen AI Practitioners

FORBES GLOBAL 2000 VOICES ON
CONTENT RISK, REGULATION, AND AI READINESS



The intersection of AI, regulation, and risk management



Generative AI has moved from a tool enterprises want to explore to an operational imperative. And it's having a major impact on compliance.

From legal disclaimers and industry regulations, to copyright and data privacy standards, AI-generated content doesn't always fit neatly into traditional compliance frameworks. So enterprises are asking:

- How do we maintain consistency when AI models generate variable outputs?
- How do we show accountability when we create content at scale?
- And how do we keep pace with regulations that are evolving just as fast as the tools themselves?

While AI provides unprecedented speed and scale, it also introduces new and often unclear challenges for content compliance that we can't underestimate.

We wanted to understand how global organizations are adapting to changes. So, we surveyed senior leaders and practitioners from the Forbes Global 2000. The findings provide a clear look at the friction points. They also highlight the new strategies and readiness gaps that will shape content compliance in the age of generative AI.

This report presents data from a survey of 130 respondents. These respondents include well-known companies from the Forbes Global 2000 list. Some of the companies are Amazon, Microsoft, Citi, Sony, Roche, and Cisco. Others include MetLife, Abbott Laboratories, Stryker, Adobe, and Humana. The data also features responses from Tata Consultancy Services, Infosys, Fujifilm, NXP Semiconductors, Ericsson, Philips, Kone, Wolters Kluwer, and Baxter International.

Let's dive into the findings!

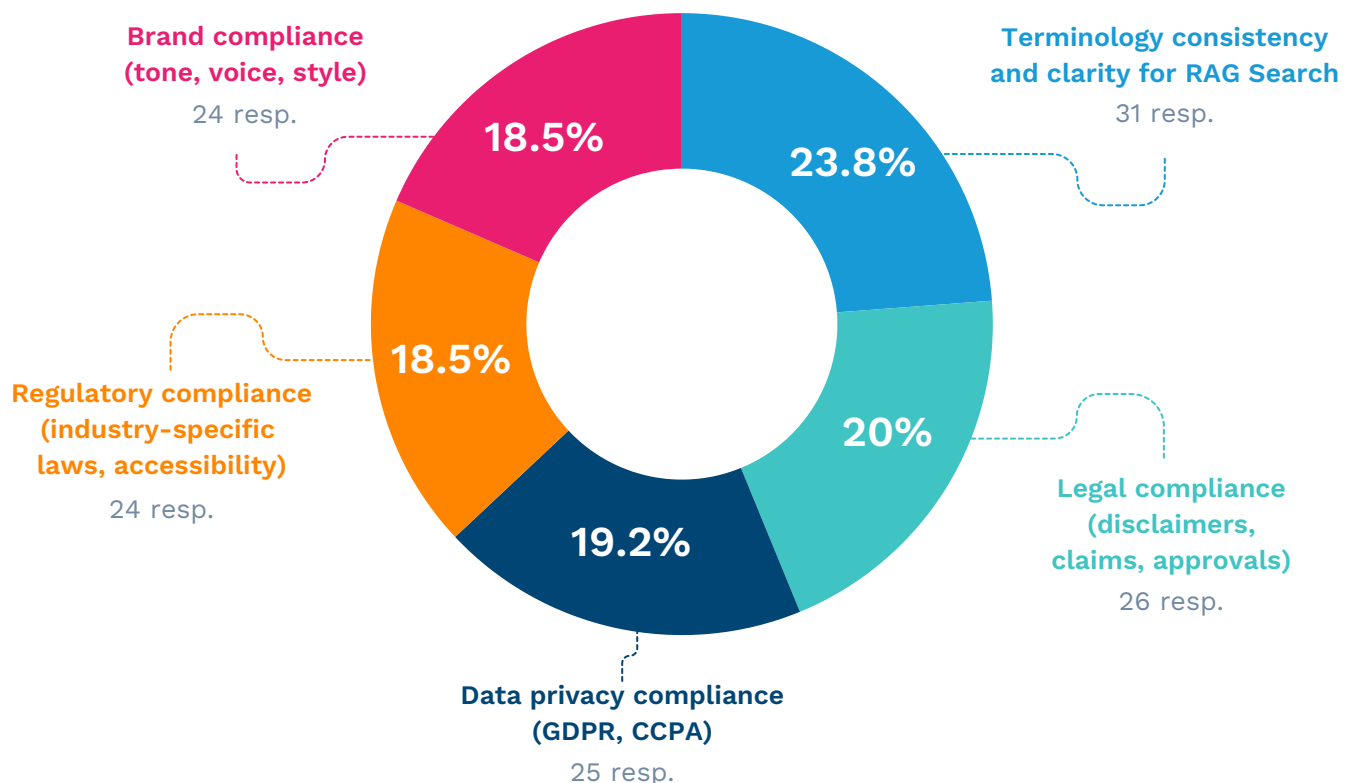
Where compliance matters most

Straight away, we want to understand what the top enterprise compliance priorities are in the age of generative AI. The results reveal a clear, but nuanced, set of priorities.

Terminology consistency and clarity emerged as the top concern, cited by 23.8% of respondents. This emphasis reflects the growing demand for precision in enterprise content, particularly in contexts like Retrieval-Augmented Generation (RAG) systems. Here, inconsistent terminology derails accuracy, trust, and has a negative impact on downstream automation. In an AI-powered ecosystem, even slight deviations in language introduce significant risk — especially when those systems are customer-facing or used for regulatory responses.

Close behind were **legal compliance** (20%), **data privacy** (19.2%), **brand compliance** (18.5%), and **regulatory compliance** (18.5%). Here we can see a near-even split that underscores the multi-dimensional nature of content risk today. This data suggests that enterprises no longer view compliance as a legal-only concern. It now spans brand integrity, jurisdictional regulations, and the technical clarity needed for AI systems to function effectively.

Which area of compliance is most important for your content?



The evenly distributed responses highlight a central theme of this report: **Compliance isn't one-dimensional.**

As generative AI accelerates content velocity, enterprises must simultaneously balance legal risk with linguistic accuracy, tone consistency, and cross-border privacy obligations.

The near even split of responses also indicates that enterprises need to cover all their bases when it comes to compliance. Better yet, they need tools to check for a wide variety of compliance components to produce risk-free content.



Where compliance pressure is highest: Content types under scrutiny



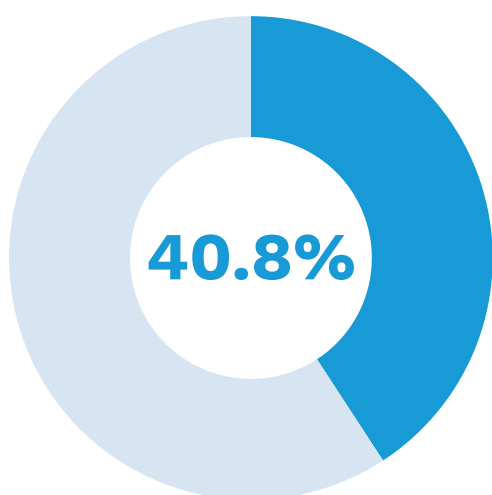
When it comes to compliance risk, different content has different levels of importance. Asked to identify which types of content require the most rigorous compliance review, respondents pointed overwhelmingly to areas where accuracy, liability, and regulatory exposure are highest.

Product and technical documentation ranked first, mentioned by 40.8% of respondents. The high-stakes nature of this content is clear. Inaccuracies in specifications, instructions, or performance claims harm customers, expose companies to legal issues, or lead to regulatory violations. This issue is especially important in industries like healthcare, finance, and manufacturing. When people use generative AI to draft or assist with these documents, they further reduce the margin for error. This situation increases the need for strong compliance oversight.

Legal and regulatory communications followed closely at 33.1%, further underscoring the intersection between content and institutional risk. In these cases, the language has to be both precise and also align with evolving laws, government guidance, and internal policy. All of which are difficult to track and enforce at scale without automation.

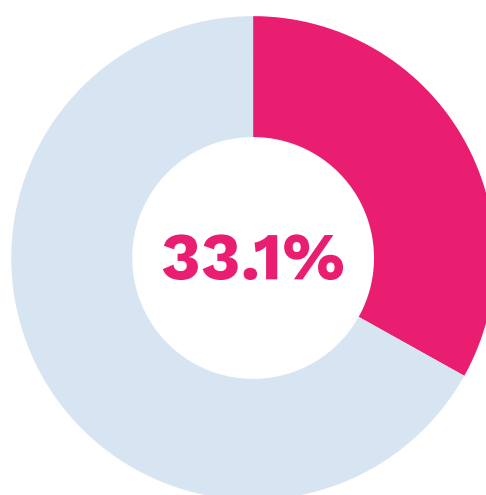
Marketing and promotional materials (13.1%) ranked third. Their lower share might show greater maturity in compliance workflows for these assets. It could also indicate a higher tolerance for risk in brand-facing messaging compared to product-critical content. **Knowledge base articles** (6.9%) and **internal communications** (6.2%) completed the list. This suggests that people see these formats as less risky or possibly not monitored enough.

What content requires the most checking and review for compliance?



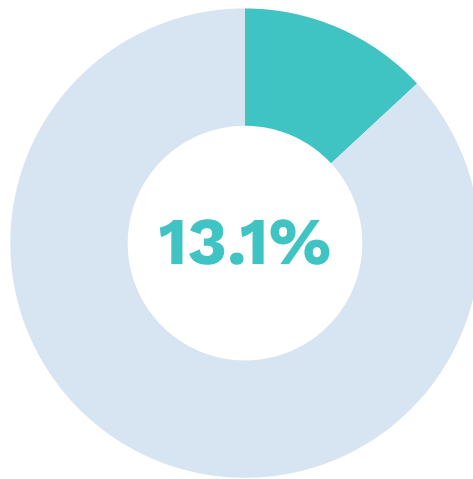
**Product and technical
documentation**

53 resp.

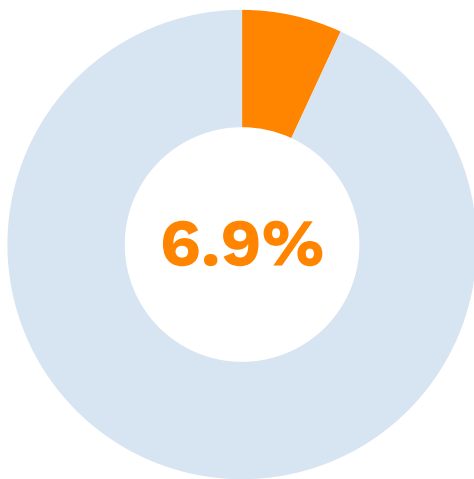


**Legal and regulatory
communications**

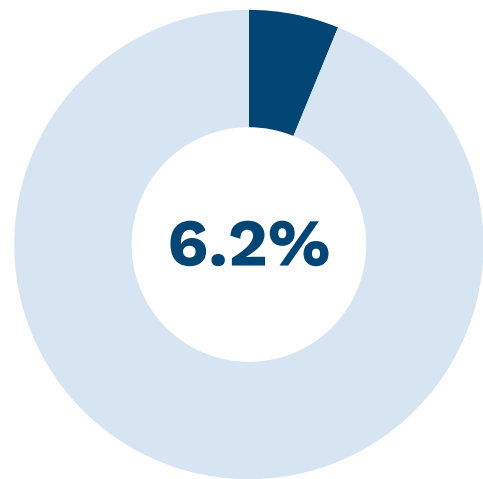
43 resp.



Marketing and promotional materials
17 resp.



Knowledge base or support content
9 resp.



Internal communications
8 resp.

These findings illustrate a core tension for enterprises. **The most technically demanding content is also the least forgiving when it comes to compliance errors.** But all enterprises should strive for compliant content regardless of content type. In the generative AI era, this creates both a challenge and an opportunity: How do enterprises scale accuracy and oversight without bottlenecking content delivery?

Patterns of risk:

The most common compliance issues in enterprise content



Building on the previous section's findings about high-risk content types, we asked respondents to identify the compliance issues they encounter most frequently. Please note that we allowed respondents to select three answers.

Respondents pointed to challenges that aren't only operational, but increasingly regulatory. **In an AI-fueled content environment, language quality is no longer just a user experience concern — it's a legal one.**

Which compliance issues do you encounter most frequently? Select three answers.

74.6% Inconsistent terminology or phrasing 97 resp.



61.5% Clarity of content to meet specific reading standards 80 resp.



56.2% Inconsistent tone and style 73 resp.



33.8% Accessibility issues (e.g., non-compliant formats) 44 resp.





The most common issue reported was **inconsistent terminology or phrasing** (74.6%), which has clear implications for both brand integrity and regulatory compliance. For example, inconsistent language in technical documentation or product claims can violate standards set by the FDA, EU directives, or sector-specific regulators.

It also impacts how well AI systems like RAG search perform. Lexical clarity and consistency are necessary for accurate retrieval and response generation. Likewise, the fact that this was the most common issue directly echoes the earlier insight that product and technical documentation requires the most compliance attention.

The second most cited issue, **clarity of content to meet specific reading standards** (61.5%), reinforces this legal and compliance pressure. Regulations like the UK's Consumer Duty and the Plain Language Act in the US require clear communication. Customers must understand key content, especially when it affects their health, safety, or financial well-being. As generative AI accelerates content creation, safeguarding readability isn't optional. It's a regulatory expectation.

Inconsistent tone and style followed closely at 56.2%, underscoring the importance of brand compliance and the difficulties of maintaining voice consistency across AI- and human-generated content. While this may not always be a legal issue, it intersects with consumer protection and cultural sensitivity, especially for multinational enterprises.

Lower but still significant were issues like **accessibility non-compliance** (33.8%), **outdated disclaimers** (31.5%), and **missing audit trails or approvals** (30%). These touch directly on legal and operational accountability, especially as global regulations like the EAA, GDPR, and CCPA set higher standards for digital inclusivity and data transparency.

Copyright infringement (12.3%) was the least reported, which may reflect both stronger controls in this area and growing caution around AI-generated content reuse.

These findings confirm something important. Compliance today goes beyond legal disclaimers; it also includes the language and structure of enterprise content. Generative AI is changing how we produce, review, and distribute content. Organizations must align their tools and processes with this change. Clarity, consistency, and inclusivity should be quality benchmarks and we must also view them as compliance imperatives.

The compliance bottleneck: Where content risk accumulates



With language clarity, terminology consistency, and tone emerging as top compliance challenges, the natural next question is: Where in the content lifecycle do these issues become hardest to manage?

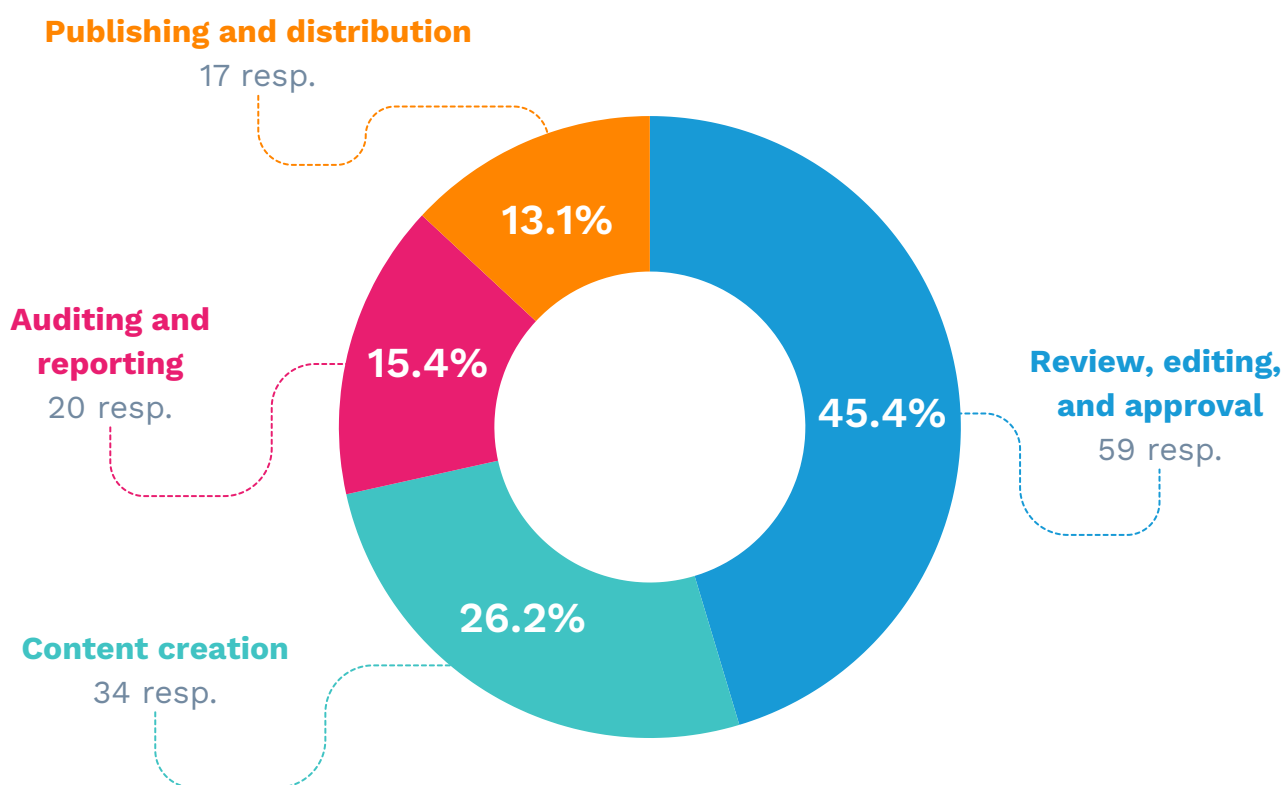
According to respondents, the overwhelming answer is **"Review, editing, and approval,"** cited by 45.4% of participants. This stage is the core checkpoint where content teams typically identify and mitigate compliance risk. Yet it's also where manual effort, ambiguity, and bottlenecks are most acute.

The rise of generative AI has only intensified this pressure. As AI-generated content increases in volume and velocity, traditional review processes — often dependent on subject-matter experts, legal teams, or siloed compliance reviewers — are struggling to keep up. Issues like delays in legal approvals, misaligned feedback loops, and lack of automation are friction points that create both risk and inefficiency.

Content creation itself came in second at 26.2%, reflecting the front-loaded risk that generative AI introduces when it's involved from the start. While AI accelerates ideation and drafting, it also introduces variability in tone, phrasing, and factual accuracy. This is especially true when someone constructs prompts poorly or when the source material is old. Without strong guardrails, errors made at this stage often cascade downstream, compounding the compliance burden in later phases.

Interestingly, respondents ranked **auditing and reporting** (15.4%) and **publishing and distribution** (13.1%) as less challenging. This may suggest that tools better support these stages, or that they are more structured and predictable. However, it may also reflect a lack of visibility. Many organizations still lack robust systems to retrospectively analyze compliance at scale or track violations after publication, especially across global markets.

Which stage of the content lifecycle is most challenging for compliance?



Taken together, these findings highlight that compliance risk is both procedural and structural. **The review process isn't just a formality — it's a breaking point.** And without rethinking workflows to accommodate AI-augmented content creation, organizations risk turning a productivity gain into a liability.

What keeps leaders up at night?

Having pinpointed “review, editing, and approval” as the most challenging stage of the content lifecycle, we asked enterprise leaders to name their **single biggest compliance-related challenge today**. Their responses reflect a tension between **growing operational pressure and the need for global alignment**, with a few unexpected insights.

The top concern was **ensuring consistency across global teams** (30.8%), signaling that multinational organizations are struggling to maintain shared standards across languages, regions, and internal silos. This is particularly relevant in the age of generative AI, where people can produce localized content rapidly, but not always accurately. Variations in tone, phrasing, or interpretation introduces compliance drift, especially when regulatory nuance differs across markets.

Close behind were **meeting tight deadlines with limited review time** (26.2%) and **scaling compliance checks across high volumes of content** (25.4%). Together, these concerns reflect the operational reality of many Forbes Global 2000s: Producers create content faster than editors can properly review it. While AI is accelerating content workflows, review capacity hasn’t scaled in parallel. This results in teams having to choose between **speed and certainty**.

We also saw that **“adapting to new or changing regulations”** was the least selected challenge, named by just 17.7% of respondents. Given that LLMs struggle with consistency, especially in complex reasoning or when prompts vary slightly, it’s not surprising that consistency is a bigger concern.

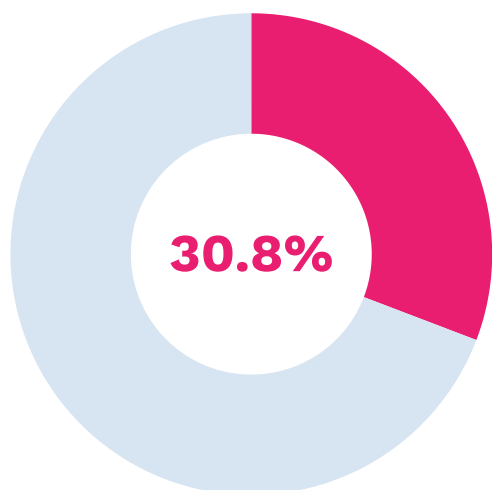
However, let’s consider a few possible explanations as to why adapting to new or changing regulations was the least selected challenge:

- **Lagging awareness:** Content teams may not always have visibility into upcoming regulatory shifts. Especially if legal and compliance updates are siloed from editorial workflows.
- **Strong upstream controls:** Enterprises with well-resourced legal departments may feel confident that regulation tracking is handled before it becomes a content issue. This assumption is risky.
- **Greater concerns about operational breakdowns:** In practice, leaders may see day-to-day breakdowns, like misaligned teams and unscalable review, as more pressing than regulatory shifts, which feel slower and less tangible.



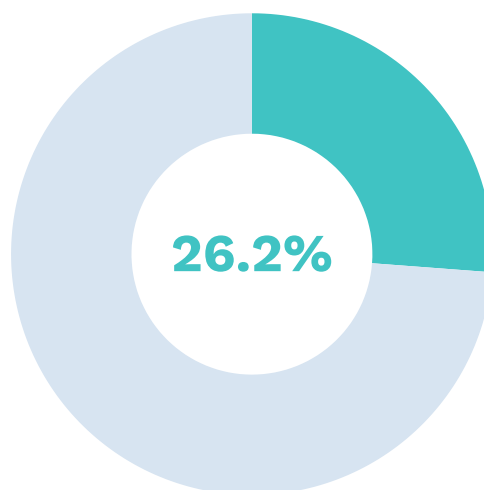
Regardless, the data reveals a key gap: **Regulatory change is real, but it's not yet perceived as urgent at the content level.** As new laws, from the EU AI Act to evolving accessibility mandates begin to have operational consequences, that perception should shift dramatically.

What's your biggest compliance-related challenge today?



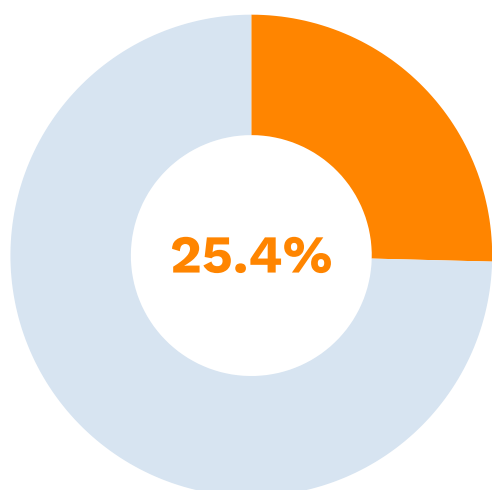
Ensuring consistency across global teams

40 resp.



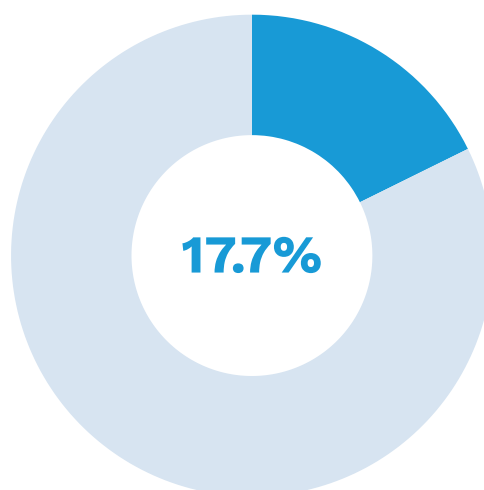
Meeting tight deadlines with limited review time

34 resp.



Scaling compliance checks across high volumes of content

33 resp.



Adapting to new or changing regulations

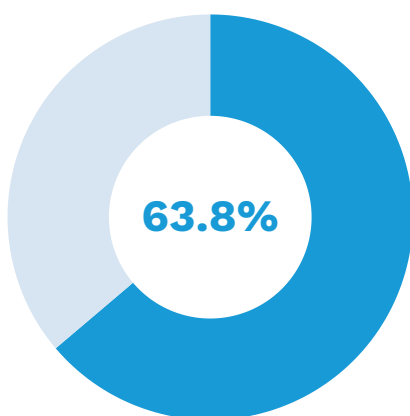
23 resp.

Together, these challenges underscore that **compliance is no longer just a static checklist, it's a dynamic system problem that requires constant attention.** Without scalable solutions that address both linguistic precision and operational coordination, the risks will grow faster than the content itself.

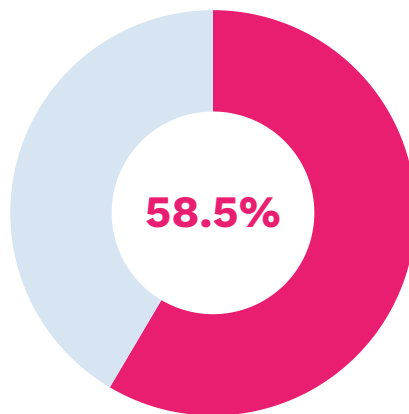
The regulations that impact compliance the most

Although relatively few respondents cited “adapting to new or changing regulations” as their biggest compliance challenge, the data reveals that a complex patchwork of regulations already governs enterprise content. And many of them carry real legal, financial, and reputational consequences. Note that respondents could select all answers that apply to them.

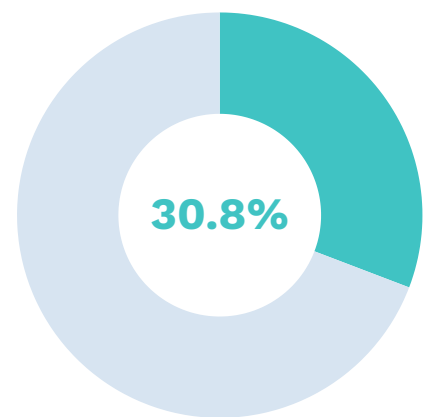
Which regulations are most relevant to your content strategy? Select all that apply.



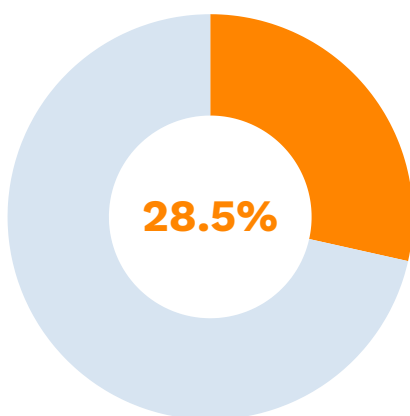
Industry-specific regulations
(e.g., FDA, FINRA)
83 resp.



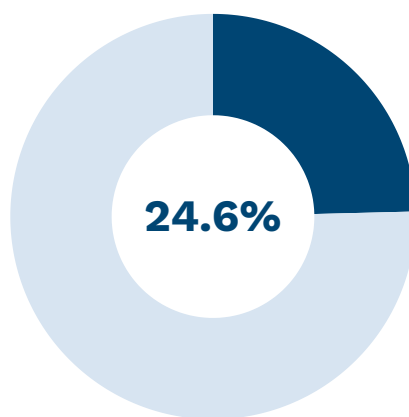
GDPR (General Data Protection Regulation)
76 resp.



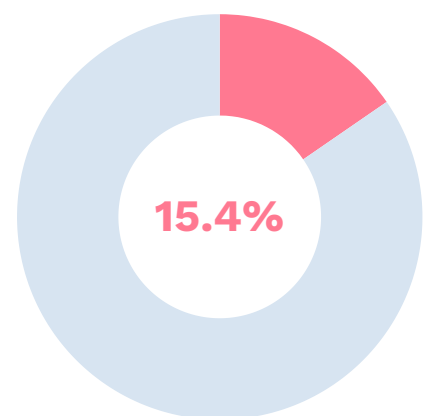
EAA (European Accessibility Act)
40 resp.



CCPA (California Consumer Privacy Act)
37 resp.



Other
32 resp.



Consumer Duty (UK)
20 resp.

The most frequently selected were **industry-specific regulations** such as those from the FDA or FINRA, identified by 63.8% of respondents. This isn't surprising. In sectors like healthcare, finance, or manufacturing, content is subject to intense scrutiny. Even slight deviations in terminology, disclaimers, or user instructions can trigger compliance failures. Generative AI, with its probabilistic language patterns, introduces a new kind of volatility in these high-stakes contexts.

GDPR followed closely at 58.5%, affirming that data protection is a foundational concern across industries and geographies. As AI-generated content increasingly incorporates or references user data (for example, via personalization), making sure that content creation stays within privacy boundaries is a content strategy issue.

Nearly a third of respondents (30.8%) cited the **European Accessibility Act (EAA)**, signaling rising awareness that content has to be compliant and accessible to all audiences. This is especially important for automated outputs like chat responses, which must meet digital accessibility standards in multiple markets.

CCPA (28.5%) and **Consumer Duty** (15.4%) show that regional laws are shaping enterprise strategies, even beyond their immediate jurisdictions. For example, the UK's Consumer Duty requirement for "clear and comprehensible communication" mirrors mandates in other regions. It also underscores why clarity is now a compliance issue, not just a style guide suggestion.

Interestingly, 24.6% selected "**Other**," indicating a diverse range of regional or emerging regulations that the main list didn't capture. This reflects the reality of global enterprises: **Compliance is hyper-contextual and the regulatory stack is rarely uniform.**

These findings that enterprises are already operating under a wide and growing set of compliance expectations.

As new regulations emerge, organizations that treat compliance as a dynamic, strategic discipline — rather than a reactive task — will be much better positioned to adapt.



How enterprises are managing compliance now

Despite the complexity of global regulations and the operational risks identified earlier, most enterprises still rely on manual, team-based processes to safeguard content compliance. When asked how they currently safeguard their content meets standards, respondents overwhelmingly cited **manual reviews by their own team** (33.8%) or by **legal and compliance teams** (26.9%).

While this hands-on approach may work at smaller scales, it's increasingly unsustainable in a world of accelerated content creation, tighter deadlines, and generative AI-fueled output. Content velocity is outpacing the capacity of human reviewers — especially in industries where each product update, campaign, or policy change requires revalidation against multiple regulatory frameworks.

21.5% cited the use of **style guides and documentation**, reflecting a longstanding but limited attempt to encode compliance expectations into the process. While helpful, these resources often fall short in dynamic or distributed environments where contributors vary in skill, language, or access to immediate guidance.

How do you currently ensure your content is compliant?

33.8% Manual reviews by my team 44 resp.



26.9% Manual reviews by legal/compliance teams 35 resp.



21.5% Style guides and documentation 28 resp.



8.5% Content governance tools

11 resp.



5.4% We don't have a formal process

7 resp.



3.8% AI or automation checking tools

5 resp.



Strikingly, only 3.8% reported using **AI or automation checking tools**. This is a surprisingly low number given the scale of content challenges described elsewhere in the survey. What does this mean? Enterprises have a major opportunity to evolve from manual efforts to AI-powered content compliance.

This is where platforms like **Acrolinx** come in.

Acrolinx provides AI-powered content governance. Not just spell checking or tone assessment, but real-time alignment with brand, legal, regulatory, and linguistic standards. Acrolinx evaluates content when writers create it. It guides and scores writers to improve clarity, consistency, compliance, and readability from the beginning. It automatically flags non-compliant content before it ever reaches legal review.

And crucially, it scales. For global teams producing thousands of content assets, across regions, departments, and languages, **Acrolinx brings the kind of systemic consistency and auditability that's impossible to achieve with manual processes alone.**

Our data shows that enterprises are still largely reliant on human vigilance, despite increasing exposure to risk. But it also points toward a clear evolution. As content challenges become more complex, and AI-generated content more prevalent, governance tools like Acrolinx won't just be useful: They'll be essential.

Why? A cautionary example comes from a real-world incident covered by the BBC. An [*Air Canada chatbot invented a refund policy*](#), misleading a customer and ultimately leading to a court ruling against the airline. Air Canada argued that it shouldn't be liable for its chatbot's false promises. The court disagreed. It ruled that enterprises are responsible for the accuracy and compliance of content generated in their name, no matter how it's created.

This case sets a precedent: **AI-generated content is still legally binding and ignorance isn't a defense.**

Organizations are increasing their reliance on generative AI to scale content; across help centers, marketing sites, internal portals, and customer communications. Consequently, **the risk shifts from a human-scale problem to a systems-scale one.** And without tools to proactively enforce brand, legal, and regulatory standards in real time, that confidence is unearned.

This is why platforms like Acrolinx are critical. By providing automated checking and explainable guidance within content workflows, Acrolinx helps enterprises close the gap between perceived confidence and actual compliance. It doesn't just help you feel compliant, it shows you where you're not. And it tells you how to fix your content before there's an actual problem.



Compliance challenges are here to stay



This research reveals a clear picture: **Every stage of the lifecycle strains enterprise content compliance.**

From terminology inconsistencies and clarity shortfalls to unscalable review processes and fragmented ownership: Forbes Global 2000 organizations face mounting pressure to make sure that content isn't only high-quality, but legally and regulatory sound.

And while confidence in compliance seems high, the data tells a more complicated story. Most teams are still relying on manual effort, under-supported by automated content governance. At the same time, regulatory requirements are multiplying across industries and regions.

Layered on top of that is the accelerating use of generative AI: A technology that brings both incredible scale and substantial risk. As the Air Canada chatbot case shows, enterprises are fully responsible for what AI says on their behalf. Compliance responsibilities are shifting from legal teams to content teams. And legacy processes can't keep up with the shift from static documents to dynamic experiences.

This is where Acrolinx delivers measurable value.

Acrolinx helps global organizations govern content quality and compliance at scale. It aligns every piece of content with the standards that matter — brand, legal, regulatory, and beyond. Through real-time guidance and automated checks, Acrolinx enables teams to produce compliant content from the start. This reduces review time and eliminates the most common risks that manual processes miss.

Compliance isn't going away, it's evolving. The only question is how well you keep pace with developments.

REQUEST A DEMO

to see how Acrolinx can help your organization future-proof content compliance, at enterprise scale.

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