
Artificial Intelligence Risks in Insurance: Chatbots, Hallucinations and Deepfakes

Date: 29 September 2026 (Tuesday)

Time: 2:30pm – 5:30pm (HKT)

Mode: Zoom

Course Outline

Artificial Intelligence is rapidly transforming the insurance industry in Hong Kong, creating significant opportunities to improve efficiency, customer engagement and decision-making. At the same time, AI introduces new categories of risk that challenge traditional approaches to broking, underwriting, claims handling, fraud detection, governance and regulatory compliance.

This practical webinar explores three of the most important emerging AI risks facing the insurance industry in Hong Kong: the misuse of AI chatbots, AI hallucinations, and deepfake technology.

Through real-world case studies and insurance-specific scenarios, participants will examine how these technologies can undermine trust, evidence and decision-making, and what the industry can do to manage these evolving exposures.

Designed specifically for insurance professionals in Hong Kong, the session provides practical guidance on identifying AI-related risks throughout the insurance lifecycle and implementing effective governance, controls and mitigation strategies.

Speakers

Mr. Jeff Heasman

Jeff Heasman is an international insurance and legal specialist with expertise in law, behavioural sciences, business psychology, negotiation, communication strategies, and claims handling. He provides consultancy and training to the world's leading brokers and insurers across Asia Pacific, Latin America, and Europe. A former litigation executive, senior liability adjuster, and the first Dean of the Faculty of Law at Cavendish University in Zambia, Jeff lectures internationally and is the author of the forthcoming Elgar Concise Encyclopaedia of Terrorism Law entry on insurance against terrorism. He is also co-founder of the Insurance Cyber and Political Risks Observatory (ICPRO), where he focuses on applying behavioural and analytical insight to underwriting, cyber risk, and portfolio exposure.

Prof. Stuart Macdonald

Stuart Macdonald specialises in legal and policy responses to online violent extremism and terrorism, with particular expertise in criminal law, human rights, and propaganda dissemination. His work examines how legal frameworks intersect with digital platforms and emerging threat environments, including research ethics and data protection.

He is Professor at Swansea University, Senior Fellow at Hedayah, and Associate Fellow at ICCT. He serves on the ECTC Advisory Network Steering Committee on Terrorism and Propaganda.

Dr. Joe Whittaker

Joe Whittaker specialises in terrorists' online behaviours, algorithmic amplification dynamics and online misogyny. He is a Senior Lecturer at Swansea University and a member of GIFCT's Youth Radicalisation Working Group.