

AI Teaching Assistant Example for Universities: GDPR-Compliant AI in the Classroom

Copenhagen Business Academy brought AI into the classroom, no engineers needed

Copenhagen Business Academy uses CustomGPT.ai to build GDPR-compliant AI teaching assistants from faculty course materials. Professors build a working assistant in a single afternoon, with no coding, and student participation has increased across the courses that use it.

1 afternoon

To deploy a course AI assistant

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Engineering resources used

GDPR

Aligned data privacy throughout

THE CHALLENGE

Disengaged readers and strict European privacy rules

Many students found traditional methods outdated, and reading had declined. Assistant Professor Per Bergfors saw generative AI as a way to make learning more engaging and personal.

Europe's strict privacy rules meant any AI had to carry strong safeguards and stay easy to use without programming skills.

WHAT THE ACADEMY NEEDED

Local data control.

Student information kept private and protected.

A no-code interface.

Faculty building assistants without specialized training.

Faculty control.

Each professor using their own materials and methods.

HOW PER SOLVED IT

A layered rollout, one course at a time

International Marketing.

Students explored cultural adaptation, comparing Danish and American consumers.

Business Ethics.

Landmark governance cases became concise comparison tables, freeing class time for debate instead of summarizing.

Faculty workshops.

With colleague Just Pedersen, Per ran hands-on workshops where each professor left with a prototype trained on their own lecture notes.

ABOUT COPENHAGEN BUSINESS ACADEMY

Copenhagen Business Academy (Cphbusiness) is an established institution focused on applied higher education in Denmark, preparing students for real-world business challenges. Per Bergfors brings experience from HP, Xerox and Canon.

AT A GLANCE

INSTITUTION Copenhagen Business Academy (Cphbusiness), Denmark	COURSES International Marketing and Business Ethics, then workshops across departments	KNOWLEDGE BASE Professors' own reading packs, lecture notes and case studies
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DOES AI IN THE CLASSROOM COMPLY WITH GDPR?

Data privacy, faculty control and no-code AI for universities

1 Privacy by design. Local storage met European privacy expectations and reassured stakeholders.	2 Answers from course materials. The assistant draws on the professor's indexed content, not generic internet data.	3 Skepticism as a lesson. Student doubts about AI reliability sparked useful debate on source evaluation and ethics.
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RESULTS

AI teaching assistant outcomes

OUTCOME	RESULT
Student participation	Increased across the deployed courses
Reading engagement	Re-engaged after a prior decline
Course-prep time	Reduced
Student feedback	Overwhelmingly positive, with calls to expand
Discussion board	Among the most visited resources on the platform
Faculty adoption	High interest, with working prototypes in one session

“ Adopting CustomGPT.ai made material more accessible and appealing, leading to a significant increase in student participation and enthusiasm for the subject matter.

Per Bergfors
ASSISTANT PROFESSOR, COPENHAGEN BUSINESS ACADEMY

WHY IT WORKED

Phased rollout. Topic by topic, without overload.	Hands-on simplicity. A chatbot in one afternoon.	Faculty empowerment. Full pedagogical control.	Always available. Instant guidance, fewer emails.
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ABOUT CUSTOMGPT.AI

CustomGPT.ai is a no-code platform for building AI agents that answer only from an organization's own content: documents, websites and knowledge bases. Every answer is grounded in verified sources with citations, and the platform is SOC 2 Type 2 and GDPR compliant. Organizations use it for customer support, internal knowledge search, website chat and more, across help centers, apps and the API.