Guidance for Using Generative Artificial Intelligence (AI)

The recent increase in popularity of generative Artificial Intelligence (AI) programs, such as OpenAI's ChatGPT and Google's Bard, can transform how individuals and organizations solve problems, develop solutions, and create, process, and review information. Generative AI programs such as these are designed to generate responses or answers to natural language questions and prompts.

You may be interested in using AI technologies to enhance productivity and conduct business. However, it is essential to note that using emerging generative AI technologies involves potential business, policy, legal, and privacy risks.

The purpose of this Tipsheet is to provide initial guidance for the use of generative AI programs for employees. Please note that this guidance will continue to evolve along with the maturity of the technology.

Initial Guidance on Artificial Intelligence Technology

When considering the use of generative AI technologies, employees should adhere to the following guidelines

- **Only a Tool** – AI technology should be considered as a supplemental tool. The use of the technology should always be guided by business logic, collaboration with colleagues, and validation of the output of any information received from the AI technology.
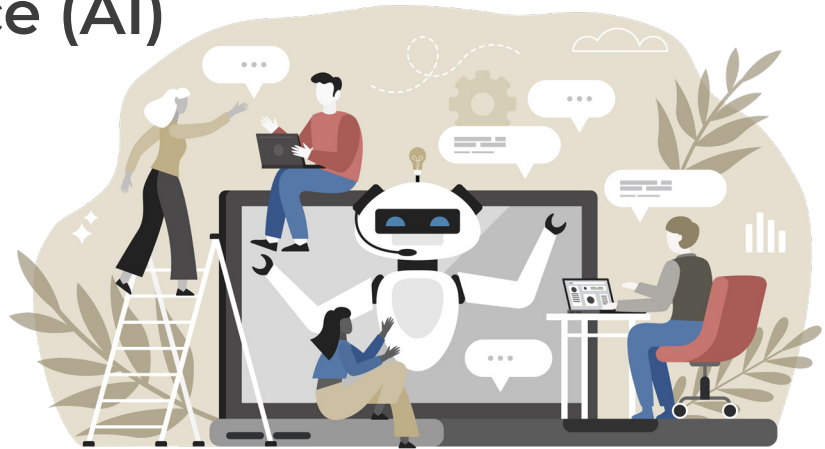
- **Copyrighted Material** – It is extremely difficult to determine what content was used to train an AI system. Verifying whether AI-generated content is wholly original or only a slight stylization of existing copyrighted material is complicated. AI systems may be "trained" using data (text, images, etc.) that has been sourced from the internet without regard for copyright or licensing terms. Content produced by generative AI systems may include copyrighted material.

- **Protection of Intellectual Property** – Generative AI technologies store and use the data provided to them. As a rule, assume that any information shared with these platforms will not remain confidential and that you are granting the platform the right to use the information you submit without restriction.

- **Adherence to Data Privacy** - You must not submit sensitive, confidential, regulated, or Personal Identifying Information (PII) to any generative AI technology platform.

- **May be Incorrect** – Generative AI technologies are designed to frame responses to queries and typically do not have a mechanism to indicate whether the provided response or the data used to create the response is accurate or current. Many of these technologies are still in development and may not presently be trained with the latest information.

We hope this provides you with a better understanding of factors to consider and the potential risks associated with the use of generative AI technology.

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