Generative AI (GenAI) Systems – Our Usage Policy
A sample policy template

Artificial Intelligence technologies are maturing rapidly, and the advent of new Generative AI-based technologies, such as ChatGPT, Google's Bard, and Copilots from various software providers, are becoming widely available. Our leaders and innovators in the various business units are keenly monitoring and experimenting with how these tools can enhance our various corporate functions. For those who are new to this promising new technology, "Generative AI," a class of tools that can intelligently and rapidly create content, such as text, presentations, articles, images, videos, product designs, and software code, can create efficiencies and scale in how we operate every day; at the same time, they also pose significant business risks, if not harnessed carefully.

This policy highlights the unique issues GenAI raises, helps employees, partners, and contractors understand the guidelines for its acceptable use, and protects <Company>'s confidential or sensitive information, trade secrets, intellectual property, workplace culture, commitment to diversity, and brand.

Scope

This policy applies to all employees and third-party individuals who have access to any third-party or publicly available GenAI tools, including ChatGPT, Google Bard, DALL-E, Midjourney, and other similar applications that mimic human intelligence to generate answers, work products, or perform certain tasks on behalf of our organization.

AI Governance Council

The Council, represented by specialists from the key business units, is responsible for developing and implementing the policies, procedures, and standards we must follow in our GenAI technology adoption. They will provide strategy, guidance, and assistance to the teams innovating with Generative AI-based solutions across the company. The Council will:

- Coordinate identification and prioritization of potential Generative AI use cases that may transform our business with the business units

- Review the use cases the teams plan to implement before they invest their time and money and provide guidance.

- Protect proprietary Company information and sensitive information about our customers and employees. Innovators must address and mitigate the risks before they occur.

Our personnel (employees and contractors) must adhere to the principles outlined below when using any Generative AI system. As this exciting technology evolves, <Company> will continually review our policies and practices and may update this guidance as needed.

To help the company navigate these tools, the Governance Council will host learning sessions to educate and discuss our policies and usage. All business units must ensure everyone in our company follows these guidelines:

- If you or your team are interested in leveraging Generative AI for your functional area, please reach out to <mark>AIgovernancecouncil@CompanyName.com</mark> to discuss the use cases, best practices, ROI, and options.

- If you are currently using Generative AI, please contact the Governance Council so we can track the use cases, avoid duplication, share best practices, and guide you in your journey.

- <Company> will be tracking the use of Generative AI tools to protect our intellectual property and confidential and proprietary information.

Guidelines

_Do:_

1. Understand that GenAI tools may be useful but are **not a substitute** for human judgment and creativity.

2. Understand that many GenAI tools are prone to "**hallucinations**," false answers or information, or stale information. Therefore, GenAI **responses must always be carefully verified by a human**.

3. Treat every bit of information you provide to a GenAI tool as if it will **go viral on the Internet**, attributed to you or the Company, regardless of the settings you have selected within the tool (or the assurance made by its creators).

4. **Inform and obtain approval from your supervisor, functional leaders, and the AI Governance Council if you intend to use any text, images, videos, music, or code generated from a Generative AI platform.** Additional scrutiny is required to ensure those elements meet our business needs without violating our data, security, privacy, and confidentiality policies. They should not violate our intellectual property or privacy protections and must be consistent with Company policies and applicable laws.

Do Not:

1. **Do not use GenAI tools to help you make employment decisions** about applicants or employees, including recruitment, hiring, retention, promotions, transfers, performance monitoring, discipline, demotion, or terminations.

2. **Do not upload or input any Company data, intellectual property, trade secrets, or other sensitive and confidential information or the Company's customer information** into any GenAI tool. Examples include passwords and other credentials, protected health information, personnel material, source code, information from documents marked Confidential, Sensitive, or Proprietary, or any other non-public Company information that might be useful to competitors or harmful to the Company if disclosed. This may breach your or the Company's obligations to keep certain information confidential and secure, risks widespread disclosure, and may cause the Company's rights to that information to be challenged.

3. Generative AI systems may use inputs, including prompts or code you share, as training data for future iterations of the technology. This could result in the public disclosure of sensitive information, as has already reportedly happened to other companies. Additionally, the **outputs of Generative AI may not be copyrightable, so we may not be able to protect intellectual property** created using such technologies.

4. **DO NOT upload or input personal information about our customers, suppliers, business partners, employees, contractors, or others.** Incorporating such information in our GenAI models may violate our privacy policies and contracts, exposing our company to legal and reputational risk.

5. **DO NOT rely exclusively on Generative AI systems as fact or to provide advice or recommendations for major decisions.** Our decisions must be fact-based and driven by verifiable data; output from these technologies is known to be fabricated based on a wide range of data that may not pertain to our situation (a.k.a "hallucination").

6. **DO NOT upload our software code to public GenAI engines.** You may be divulging our proprietary secrets to the outside world. Do not use Generative AI to produce software code to be used in a production system.

Disclaimer: This policy template is meant to provide general guidelines and should only be used as a reference for creating a policy that meets your company's standards. It is not a legal document. It does not consider all relevant company policies, local, state, or federal laws that are constantly evolving. Smartbridge does not assume any legal liability that may arise from the use of this policy.