



# **Generative Consulting**

Generative AI Policy Template

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<https://generativeconsulting.ai>

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# **Generative AI Policy of “ABC”**

## **Purpose**

ABC Entity ("ABC") recognizes the potential benefits and risks associated with the use of Generative AI (hereafter referred to as “Gen AI”). This Policy provides guidelines for the use of Gen AI by ABC and is intended to promote responsible and ethical use of this technology.

This Policy outlines ABC's commitment to the responsible implementation of this technology to ensure that its use aligns with our values, mission, business standards and security standards. It is critical that the associated risks of Gen AI are identified, mitigated as necessary, and appropriately managed on an ongoing basis in a rapidly changing technical, business and regulatory environment. ABC is committed to balancing Gen AI risk with time to value.

## **Background**

**Gen AI, including technologies like ChatGPT developed by OpenAI and others, in addition to hosted domain models offered by other vendors, provides numerous textual, visual and auditory benefits, as well as others efficiency and marketing advantages, which ABC seeks to leverage where appropriate.**

**However, these technologies also pose many potential cybersecurity, ethical and legal risks, such as potential intellectual property law exposure, privacy law violations, and third-party actor risk including data breach. Gen AI also carries the potential for flawed, biased and/or inaccurate results. The Gen AI landscape is evolving at an exponential rate, demanding that all of us keep up with its pace of development. In this way, ABC can apply it appropriately and scale its use with confidence, while remaining in legal and ethical compliance.**

**This Policy provides guidance on practices that employees, consultants and other stakeholders, acting on behalf of ABC, are required to adhere to in the use of Gen AI. The choice of AI providers in the pursuit of ABC's affairs will be limited to those determined by the Risk and Compliance Cybersecurity Team of ABC.**

## **Risk Potential**

### ***Bias***

**AI systems learn from the data they are trained on, and thus can unintentionally perpetuate biases found in their training data set. Many large language models (LLMs) have filters to reduce the risk of bias or harmful outputs, but filters alone are insufficient. It is our ABC's responsibility to ensure that content we produce directly or by request, whether used internally or externally, is reviewed for potential bias to avoid any potential for discrimination.**

## ***Data Privacy Violations***

The use of Gen AI can result in breach of confidentiality and specific data privacy violations. We must protect the privacy of our customers, employees and other stakeholders by ensuring that our use of Gen AI complies with all relevant data privacy laws and regulations. This includes the GDPR of the EU, the California CCPA, privacy rules and regulations of other States, and other applicable regional or sector-specific regulations.

## ***Security/Breach***

AI provider systems can be targets for cyber-attacks. Security protocols are determined by our Risk and Compliance Cybersecurity Team and must be adhered to.

## ***Ethical Considerations***

Gen AI should not be used to mislead or manipulate customers. All content created using Gen AI should be ethical and, as such, in line with our mission statement and corporate values. Gen AI must be used ethically at the prompt request stage and all output content must be subject to thorough review for the elimination of ethical abuse.

## ***Impersonation***

All those operating on behalf of ABC should not use Gen AI to impersonate any person without their express permission. Gen AI allows the facility, among many other uses, to create content “in the style” of public figures. ABC does not support this practice without prior authorization. Designated employees may, with permission and review, use Gen AI to mimic the writing

style of a current ABC employee for ghostwriting or editing content from that individual.

## ***Data Poisoning***

Data poisoning occurs when a bad actor "poisons" data by contaminating it with false data either by injection of new false data or tampering with existing data. Algorithmically, this may then produce false results. Further, bad actors may seek to create a route to hijack a Gen AI system.

Due to the extensive amount of data in use, this practice can be extremely difficult to detect. While the average designated user is not expected to identify such issues, it points to the importance of using only the designated Gen AI providers specified by the Risk Management Cybersecurity Team.

## ***Hallucinations***

No system is entirely error-free. On occasion, a Gen AI provider may produce output that is randomly incorrect and/or not substantiated by the training data. Once again, while the average user is not expected to be familiar with the training data from which such hallucinations are derived, it highlights the importance of human review of generated output.

## ***Intellectual Property Violations***

In addition, ABC must also protect the privacy of our own intellectual property and that of our counterparties and customers. Once again, adherence to the approved list of Gen AI tools will help safeguard such and ensure that our data and IP, or other data to which we have access, is not used to train publicly accessible language models and other forms of Gen AI.

## **Risk Management**

ABC will first conduct Gen AI risk impact assessments, as required, regarding its use, ABC will also focus on identifying designated users and roles, by function if necessary. ABC will identify key oversight responsibility for Gen AI within our organization, will consult with third-party professionals as necessary, and will regularly review, identify and mitigate associated ethical, technical and legal risk exposure. ABC will determine the suitable technology choices for its use cases, including Gen AI Providers and risk management solutions. ABC will monitor business operations and implement a control system to evaluate, manage and contain these risks, with appropriate training throughout the organization.

At any given point, certain risks may have been identified. There will remain the potential for other unknown risks as a function of the innate nature of Gen AI, its use internally and by third parties, and the changing legal and regulatory framework around the world. Control procedures will be monitored by the Risk Management Cybersecurity Team to reflect these concerns.

## ***Transparency***

It is important that we at ABC remain as transparent as possible about our use of Gen AI. This includes acknowledging when AI is being used to create or modify content. This transparency may be implemented in a variety of ways including disclosures on our website and integration into contracts with appropriate clients.

**Example of a Transparency Statement:**

Note to ABC: The following is an example of a transparency statement on your use of Gen AI. Please edit it, along with this Policy, to ensure it meets your needs:

*At ABC, we use Generative AI to assist in the development of some of our published content. To ensure quality control, transparency, accountability, and privacy standards, we adhere to the terms of our Generative AI Policy, including the use of internal technology solutions to manage any ongoing risk. Our Policy and tools help safeguard against biases or errors, maintain data security, and uphold our commitment to ethical marketing and other content practices.*

## ***Review Function & Accountability***

Responsibility should not be outsourced to a machine. We at ABC are ultimately legally responsible and morally accountable for our use of Gen AI. It is simply an assistant. It is not a replacement for good judgment. Our company Policy is that we should NEVER publish or send something that has been written entirely by Gen AI without human development and/or review for quality and accuracy. In circumstances of negative outcomes from the use of any Gen AI-assisted content, we at ABC must take responsibility and act as needed.

## ***Authorized Generative AI Tools***

Please refer to ABC's list of Authorized Gen AI Providers below:

- A
- B
- C

These Gen AI Providers have been subject to review by ABC's (appointed Artificial Intelligence Information Officer and) Risk Management Cybersecurity Team and have been judged to have met best-in-class security and privacy policies including SOC2 compliance, SSO and U.S. data storage. Absent separate authorization, no other Gen AI providers are to be used when acting on behalf of ABC or otherwise on ABC licensed software or ABC hardware for any purpose. Under no circumstances should any user submit ABC customer or other ABC counterparty data into Gen AI tools, including Large Language Models.

## ***Appropriate Use Cases***

ABC has identified the appropriateness of the use of Gen AI in the following departments/functions:

- A
- B
- C

## ***Inappropriate Use Cases***

While there are many positive use cases of Gen AI assistance in our work, there are specific functions in respect of which we have decided as an organization to restrict the use of Gen AI. Do not use Gen AI for the following:

[Insert any uses that your company would like to restrict based on your own standards. Limited/no use cases could include performance evals., legal contracts, specific coding projects, etc.]

## ***Training and Awareness***



**All employees involved in creating content for ABC with Gen AI should receive appropriate technical and Policy awareness training. This should cover both the procedural aspects of using Gen AI, and the ethical considerations outlined in this Policy.**

## **Acceptable Use**

**Employees and any others working on behalf of ABC should adhere to the following guidelines when using Gen AI:**

- **Do not disclose confidential or proprietary information to a GenAI technology, directly or through a third-party application, unless following the guidelines of this Policy.**
- **Always use Gen AI in a respectful and professional manner, refraining from using profanity, discriminatory language, or any other form of communication that could be perceived as offensive.**
- **Comply with all relevant laws and regulations, including those related to data privacy and information and security, all Policy procedures, training directives, and any incident response measures required, in accordance with this Policy.**
- **Report any concerns or incidents related to the use of Gen AI to their supervisor or the appropriate department, if not already clearly flagged by ABC's control solutions.**
- **Ensure that information being generated from Gen AI is reviewed by the designated supervisor, as appropriate, before being used for official work.**
- **Seek to understand the Gen AI system being used, to the extent of your knowledge, position and ability, including how it works and its potential limitations.**
- **Ensure that every new hire and existing employee responsible for Gen AI use has read this Policy and is adequately trained.**

- For specific tools, document their functionality, limitations, and ABC's standards for using such technologies.

## **Risk Management Cybersecurity Team**

**NOTE:** The Risk Management Cybersecurity Team identified for ABC should consult also the “Gen AI Policy Template - Cybersecurity Addendum”, to be read in conjunction with this Policy.

Please note that this Policy and the “Cybersecurity Addendum” are templates only and will need to be tailored to fit the specific needs and circumstances of your organization. Always consult with a legal professional when drafting policies to ensure compliance with all relevant laws and regulations. Always consult with a security professional when developing security checklists to ensure they adequately address all potential risks.

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