

Welcome to this training video on the responsible and compliant use of generative AI tech like ChatGPT in the workplace. In this video, I'll provide a comprehensive overview of internal policies companies should have around generative AI as well as relevant external regulations.

As you already know, Generative AI refers to systems capable of producing new content like text, images, audio and video based on the data they are trained on.

While the capabilities of ChatGPT and similar generative models are certainly impressive, there are also potential risks around biased or incorrect outputs, security vulnerabilities, misuse to create harmful content, and more that companies must proactively address.

Internal Generative AI Policies. Robust internal policies are crucial for mitigating these risks and aligning generative AI use with ethics and corporate values. Here are some key areas such policies should cover:

Training Data. Generative AI models are only as good as the data they are trained on. Policies should mandate that only legal, ethical data sources are used for training to avoid inheriting biases or inaccuracies. Things like hate speech, misinformation, and pirated content should be strictly prohibited.

Labeling. Any content generated by AI systems should be clearly labeled as such to avoid confusion and potential misrepresentation.

Employees should be transparent about when they use generative AI tools as part of their workflows.

Acceptable Use Cases. The policy should lay out appropriate use cases for generative AI versus areas where human judgment is still essential. For example, using ChatGPT for draft content creation may be acceptable, but relying on it for final legal documents or financial analysis should be prohibited.

User Authorization. Specify which employees are permitted to use generative AI tools and for what purposes. Usage may be limited to certain departments like marketing or product development.

Bias Testing. Generative models should be rigorously tested for biases prior to deployment and on an ongoing basis. Inputs when using the models should include examples of diverse populations, perspectives, and backgrounds.

Accuracy. The company should monitor the quality and accuracy of generative AI outputs using techniques like human-in-the-loop reviews.

And of course, there should be processes to flag and handle incorrect information.

Ethical Reviews. For sensitive use cases like hiring, lending or healthcare, establish a process for ethical reviews of generative AI tools to avoid unfair biases in outputs that could cause harm.

Security. Data security, access controls and cybersecurity protections for generative AI systems are paramount given the large volumes of data they require.

Monitoring & Audit. Continuous monitoring of generative AI usage, model outputs and performance helps keep policies up to date and identify problems early. Usage should be logged and regular audits conducted.

We go into much greater detail on HOW to draft a gen ai use policy for your company or clients

External Regulations. In addition to internal policies, there are also relevant government regulations around the use of AI and data that companies must comply with. While there are currently no laws specific to generative AI, it is still important to be aware of the regulatory landscape.

In the United States, the FTC has authority to take enforcement actions against companies for unfair or deceptive practices involving AI. Existing anti-discrimination and privacy laws also apply. The EU's AI Act proposal would create new transparency and risk management requirements for providers of generative AI models.



And some countries like China are proposing required government reviews for conversational AI systems like ChatGPT. So it's crucial to closely track regulations in all geographies where your company operates. Violations could result in heavy penalties.

Responsible Generative AI Use. I hope this overview has provided a good understanding of the policies, regulations and ethical considerations involved with deploying generative AI. With the right governance, transparency and human oversight, these technologies can be very beneficial for organizations. Please reach out if you have any other questions!