

Generative AI Policy Template

We take care of tech.
You take care of business.

Disclaimer

Please note that this Generative AI Policy template is a generic document and may not be suitable for all businesses. It is intended for use within the United Kingdom.

Given that Generative AI is a rapidly evolving field, it is crucial to regularly review and update this policy to ensure continued relevance and compliance with current standards and regulations.

The use of this template is entirely at your own risk. This template is provided for informational purposes only and is neither promised nor guaranteed to be correct, complete, or up-to-date. Legal counsel has not reviewed it.

Seeto recommends seeking professional advice to tailor the policy to your needs and legal requirements.

About this template

This Generative AI Policy template is provided by Seeto, a company dedicated to offering Business Technology Support to startups and small businesses within the UK. Our expertise in navigating the complex landscape of modern technology puts us in an ideal position to guide businesses in integrating AI tools into their business technology stack.

Artificial Intelligence, or AI, is the simulation of human intelligence by machines programmed to think like humans and mimic their actions. AI can perform a wide range of tasks, from simple to highly complex, and is increasingly becoming an integral part of business operations across industries.

A Generative AI Policy is crucial for any business using AI technology. It ensures that the use of AI tools within your company is aligned with legal requirements, ethical standards, and best practices. An effective Generative AI Policy helps mitigate risks, protect your company's reputation, and provide clear guidelines for responsible AI usage. Technical controls can be used alongside this policy to enforce the requirements.

This document serves as a template with fields that should be completed to tailor the policy to your specific business needs. It is designed to be a starting point for creating a comprehensive Generative AI Policy. You are advised to review and confirm that the policy statements included are appropriate for your business and reflect your company's values and commitments. Regularly reviewing your Generative AI Policy ensures it remains compliant with evolving legislation and adapts to the evolving landscape of AI technology and its applications.

Generative AI Policy

Introduction

Artificial Intelligence (AI) has the power to enhance [company name]'s operations, products and services but also represents a source of risk. In this policy, [company name] sets out our commitment to responsible generative AI use to ensure that risks are managed, that legal and regulatory requirements are met and that our usage of these tools remains compliant with data protection legislation and internal data protection policies.

Purpose

This Generative AI Policy outlines our guidelines and provisions for the responsible use of Generative AI tools and services while minimising risk and complying with our legal, regulatory and contractual obligations. This policy complements [company name's] existing information and security policies.

Generative AI can create realistic, human-like text, images, code, and art derived from the large amounts of (usually public) data on which the AI model has been trained. These tools can produce a range of useful outputs, like text, audio, images, and code. They can also respond to natural language questions, making them accessible to any user. Generative AI tools can understand various types of data, including unstructured data.

Scope

This policy applies to all [company name's] staff, contractors, suppliers, interns, and other individuals with access to the company's electronic systems, information, software, and hardware.

This policy applies to all use of Generative AI tools, applications, and services on company-owned devices and personal devices used for company activities. Generative AI functionality can be embedded in other tools and applications, such as task management tools, email clients or video conferencing tools, where this policy also applies.

Policy

Use

Users may use Generative AI tools for business purposes as long as they comply with the terms of the open-source licence and follow the guidelines in this policy. Generative AI may be used to, for example, generate text or content for emails, presentations, reports, images, and responses to customers. [amend as appropriate]

Users must not use AI to generate discriminatory, offensive, or inappropriate content.

Content produced via Generative AI must be identified and disclosed as containing AI-generated information.

[Company name] has approved [add approved Generative AI tools, applications and services] for use.

Data Privacy and Security

Protecting the privacy and security of company and customer data is paramount to [company name]. We are committed to handling all data entrusted to us in a responsible manner.

Confidential and personal information must not be entered into any public Generative AI tool (such as ChatGPT). Otherwise, the information may enter the public domain and be used to train the publicly available tool further, amounting to a data breach.

This means that sensitive information (such as confidential or personal information, financial data, and Intellectual Property (like code or documentation)) must not be entered into an AI tool, application, or service unless you are specifically informed that it is acceptable.

Any information that could identify an individual, including their name, address, phone number, email address, or other personal identifiers, must be removed or masked. This critical step ensures that sensitive information is not unintentionally shared and that individuals' privacy and security are protected.

If users doubt the confidentiality of information or what will happen to the data they enter, they must refrain from using that Generative AI tool. Confidential or personal information should only be entered into a Generative AI tool built or explicitly procured for [company name], where the data entered is appropriately protected, and the use of the tool has been sanctioned explicitly for that purpose.

Copyright

Users must comply with all copyright legislation when using generative AI technologies. It is strictly forbidden for users to employ generative AI tools, applications, and systems to create content that violates the intellectual property rights of third parties, which includes, but is not limited to, material protected by copyright. Should a user be uncertain about whether their use of generative AI infringes on copyright, they must seek guidance from [name, department or job title].

Accuracy

The accuracy of Generative AI is highly dependent on the content on which the underlying AI model has been trained. Ensuring the accuracy of AI-generated content is paramount to maintaining the integrity and reliability of our business operations. Generative AI can sometimes produce outdated, incorrect, or misleading content. To mitigate these risks:

- All AI-generated content must be fact-checked, including verifying dates, statistics, technical data, and other factual information against credible and authoritative sources.

- An appropriate individual should review content to ensure it meets [company name] standards for accuracy and relevance. This review process should also assess the content for potential biases or ethical concerns.
- Any inaccuracies found during the fact-checking and review process must be corrected. The content should be edited to align with the factual information and to ensure it is presented clearly and professionally.

Risk Management

The use of Generative AI is not without risk. To manage the risks associated with the procurement, usage, and integration of Generative AI tools, applications, and systems, [company name] will adapt well-understood, existing risk management approaches.

When acquiring Generative AI solutions, [company name] will conduct thorough due diligence to assess the supplier's credibility, the technology's reliability, and the associated legal and compliance risks..

[Company name] will monitor the use of Generative AI to prevent misuse and ensure compliance with this policy and data protection legislation and regularly review the outputs of AI systems for accuracy, bias, and ethical implications.

[Company name] will provide users with training on the responsible use of Generative AI, including the importance of maintaining data privacy, and understanding its limitations and its potential biases.

Review

This policy will be reviewed at least every 12 months and updated as necessary to ensure continued compliance with all applicable legal, regulatory, and contractual obligations and in light of the pace of development and application of Generative AI.