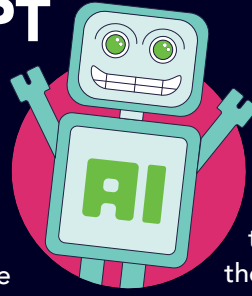


Tips for using ChatGPT and AI tools securely



Now is the time for organisations exploring AI to take an “ethics by design” approach to anticipate and address potential risks. Building privacy, and now responsible AI, into the design phases of online services is the best way to manage risks further along the data lifecycle*.

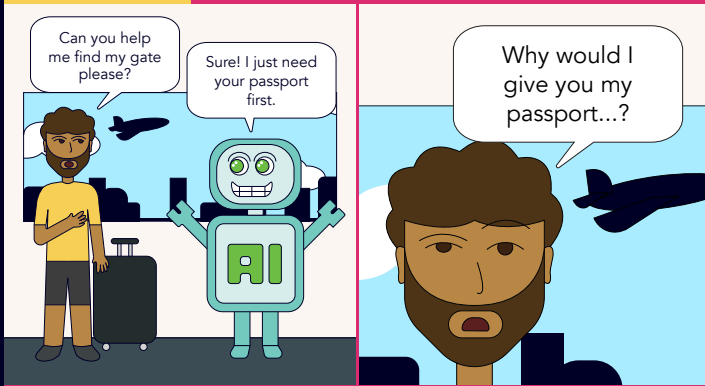
Meantime, make your staff aware of the risks of using public AI tools like ChatGPT and share these tips on how to use them securely.

Artificial intelligence (AI) tools like ChatGPT generate incredibly convincing, human-like text. They also provide tangible evidence of the impact AI will have on our lives in the future.

The benefits of using a public AI tool like ChatGPT include productivity, efficiency and speed – saving time and money. But it also presents risks including bias and discrimination, lack of transparency, over-reliance by humans, and privacy concerns.

Tip 1

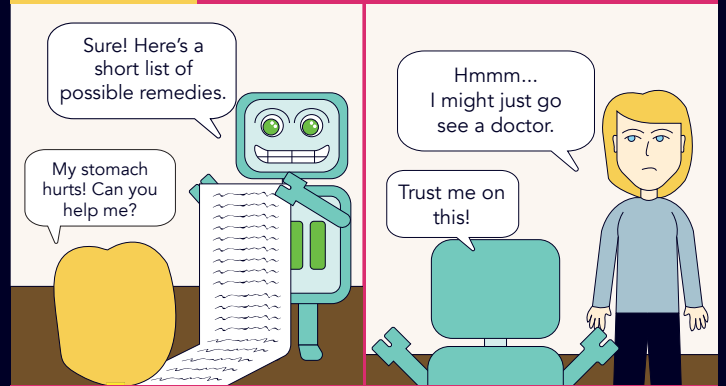
Never enter sensitive or personal information into public AI tools like ChatGPT



AI is powered by data (and use submitted information to train the natural language learning programme) and often that will include personal information. So all the usual privacy risks are amplified – like data breaches, lack of transparency, unfair or incorrect outputs and excessive data retention.

Tip 2

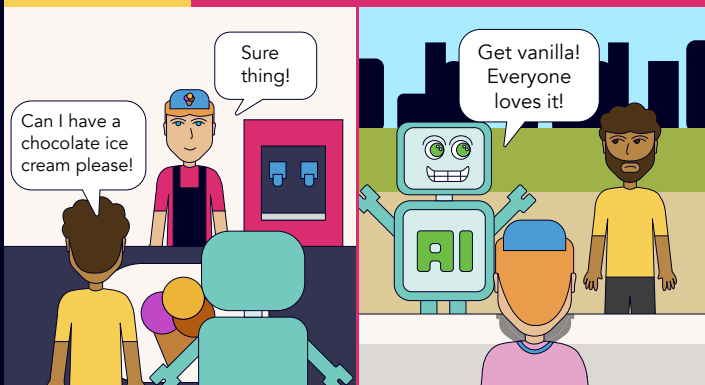
Verify with external sources before using AI-generated results



AI tools like ChatGPT are impressive in their ability to mimic and provide solid results. But, as with any information it's critical to verify results, especially facts, before using it.

Tip 3

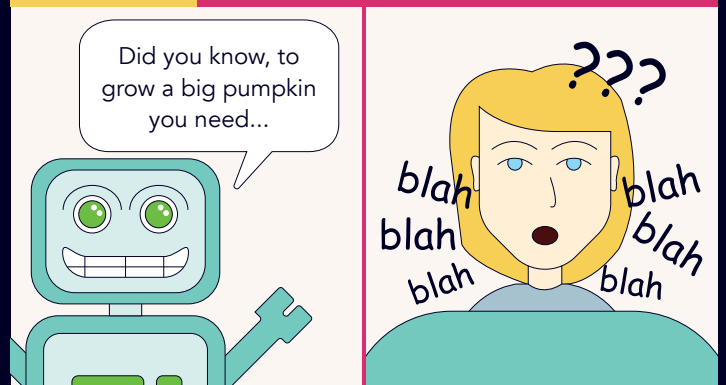
Be aware of potential biases in AI results



While ChatGPT and other AI tools are based on enormous amounts of data, data can be misleading and involve bias, intentional or otherwise, from the creators of that data. Take a moment to consider if the results could potentially be affected by a bias of some sort.

Tip 4

Treat AI tools like a knowledgeable but overconfident friend



True they may be knowledgeable but no one knows everything about, well, everything. So a little caution goes a long way before taking anyone's word without ever verifying.

*Contact Simply Privacy to learn more <https://simplyprivacy.co.nz/ok-computer-time-to-think-about-responsible-ai/>