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5 Considerations to Establish AI Usage for Your Organization

AI tools — particularly today's generative AI tools — have enormous potential for helping companies improve their productivity and efficiency while freeing up employees to focus on more strategic tasks. In fact, 67% of senior IT leaders recently said they're prioritizing generative AI for their business in the next 18 months. However, there are important considerations that every company should take into account for establishing responsible and ethical AI usage. Setting up clear, company-wide usage guidelines and best practices can be helpful before rolling out generative AI solutions to your workforce.

Every organization will have to weigh its own tolerance for the risks of generative AI in relation to the potential benefits. This work is best left to each organization's leadership and legal team, but the following are some common areas of consideration.

1 Risks to confidential information

When you use a free-to-use or consumer-facing version of an AI tool, the information you submit to it could be incorporated into the tool's dataset and directly or indirectly shared with other users outside your organization — including your competitors. Given the potential risks of inputting confidential information into these free-to-use or consumer-facing versions, you may want to consider how employee use fits into your organization's internal policies. Additionally, you may even look into enterprise-level AI offerings with more favorable confidentiality protections than their free-to-use or consumer-facing versions.

2 Internal guidance on data usage in AI tools

Even if you establish better data protections with enterprise-level usage of AI tool providers, it's still a good idea to consider what company information, if any, is appropriate to input into these tools. One area to think over is whether there should be rules and internal policies related to sharing company data in generative AI prompts, since there's usually no way to control what happens to that data and how it is shared once it is input into the tool.

3 Risks posed by AI tool outputs

While using AI tools can seem like a powerful and efficient shortcut to producing high-quality content, it's important to be vigilant about the output. Generative AI tools synthesize a subset of the data that has been fed into them without exercising judgment on what that information is, should be, or should not be. You may want to consider implementing human reviews as a regular part of the process to help ensure that any output is meeting your company's expectations regarding quality, reliability, and accuracy.

4 The potential for biases exists

Because biases may exist broadly in the data that AI models are trained on, AI tools themselves have the potential to perpetuate these biases. The likelihood of bias in any AI tool, whether it's through a generative AI tool, automation software, or the internal creation of algorithms, is important to consider when vetting AI solutions, creating employee guidelines, and making business decisions based on AI output. As part of your human reviews of any AI output, you might weigh the importance of the potential for bias.

5 Revisit AI guidelines often

As AI capabilities and employees' usage of it evolve, so should an organization's AI guidelines. You may consider implementing regular reviews of your company's AI guidelines and updating them to reflect new uses and industry best practices so that employees have the latest information on AI usage. If your organization is enthusiastic about embracing the use of AI, you might want to include learning opportunities within the guidelines — such as sharing examples of how employees can use generative AI in their day-to-day work.

These suggested guidelines can help your organization — in close partnership with your legal team — establish rules andbest practices for employees to implement generative AI ethically and responsibly. Every organization will have to tailor its approach to AI usage to best fit its needs, common use cases, and areas of greatest risk and benefit. The final rule of thumb for every company is to revisit and update its AI guidelines often, in order to pivot, adapt, and keep pace with this revolutionary and quickly-evolving technology.

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