**Generative AI Do’s & Don’ts**

*(Template Note: This template provides a framework for creating a set of organization-specific do’s and don’ts for Generative AI use. The content provided here includes common best practices, but should be adapted to the specific needs of the organization.)*

1. **Common Definitions**

*(Template Note: Add more definitions and adjust as you see fit. As the use of Gen AI evolves, more definitions may be important to add. It is important that these definitions create a common understanding for all team members, and as such, are written in a way that everyone can understand.)*

**Generative AI (Gen AI)** - Generative AI is a type of artificial intelligence that focuses on creating new content, such as text, images, music, or other data, based on patterns and information from existing data. It uses models like Generative Adversarial Networks (GANs) or Transformer-based models (e.g., GPT) to generate outputs that can mimic human creativity and innovation.

**Artificial Intelligence** - Artificial intelligence (AI) is the simulation of human intelligence in machines that are programmed to think and learn. These systems can perform tasks that typically require human intelligence, such as visual perception, speech recognition, decision-making, and language translation. AI technologies include machine learning, natural language processing, robotics, and computer vision.

**Machine Learning** - Machine learning is a subset of artificial intelligence that involves the development of algorithms and statistical models that enable computers to learn from and make predictions or decisions based on data. Instead of being explicitly programmed for every task, these systems improve their performance on tasks over time through experience and the use of data.

1. **Do’s and Don’ts of Gen AI Use**

*(Template Note: Adjust the list of do’s and don’ts as you see fit and in a way that is pertinent to your organization. This list should be reviewed and updated regularly as Gen AI capacities and use cases evolve.)*

**To Do:**

* Start with small projects or proof-of-concepts that are not business critical. Learn from these, about potential impacts and feasibility, before scaling up.
* Understand the capabilities and limitations of different Gen AI models and implementations.
* Create detailed prompts, explaining exactly what you want Gen AI to do, and give it a good example of how to do something.
* Make it clear when Gen AI has been used in producing content.
* Consider a scientific approach to using Gen AI, where rigor and accuracy are important. Apply a tight framework and repeat prompts to reduce the risk of anomalous responses.

**Not To Do:**

* Do not ignore ethical aspects - Develop guidelines for responsible use of generative AI.
* Do not overestimate Gen AI models and their value - They are tools to complement human expertise; treat them as such.
* Do not ignore potential inconsistencies and inaccuracies in Gen AI outputs.
* Do not forget that the implementation of new technology requires cultural change - Find ways to support and consider those with legitimate concerns about AI to improve its use and adoption.
* Do not assume the authority of Gen AI - Gen AI can produce creative content, but it is not always accurate. Encourage critical thinking when interpreting AI-generated output.
* Do not copy and paste Gen AI content blindly - While Gen AI can produce impressive outputs, treat them as suggestions rather than absolute truths. Verify the output, as it might be biased, outdated, or incorrect.

1. **Additional Resources**

*(Template Note: This section can include additional resources, such as a Gen AI policy, access to Gen AI tool accounts or even training content.)*

* Add link(s) to any relevant organizational policies, if available
* Add external link(s), if useful
* Sample: [What Are the Privacy Risks of Generative Artificial Intelligence?](https://biztechmagazine.com/article/2024/01/what-are-privacy-risks-generative-artificial-intelligence)
* Sample: [Living Guidelines on the Responsible Use of Generative AI in Research](https://research-and-innovation.ec.europa.eu/document/download/2b6cf7e5-36ac-41cb-aab5-0d32050143dc_en?filename=ec_rtd_ai-guidelines.pdf)
* Sample: [Ideas for Experimenting with Generative AI: Use Cases and Things to Keep in Mind](https://huit.harvard.edu/news/ai-use-cases)