

# Guidelines for Responsible Use of AI

AI is an exciting new technology. But it can also raise serious risks for you and BRG. Please keep these important guidelines in mind and reach out to Legal with any questions. We're here to help.

## What is Generative AI?

AI and ML are fast-evolving tools that have become widely available and pervasive in the field of technology. AI is transforming the way we work and has the potential to automate tasks, improve decision-making, and provide valuable insights into operations. Although AI is a broad concept, these guidelines focus on Generative AI ("GenAI"), which creates new content ("outputs") in response to user inputs ("prompts") based on the patterns the GenAI has learned from existing patterns and materials. Inputs and outputs to these models can include text, images, sounds or other types of data. GenAI has the ability to generate new outputs, while traditional AI and machine learning systems generally learn from data to make predictions or decisions. The ability to generate new outputs brings not only opportunities but also a certain set of risks and challenges that must be addressed. Examples of GenAI platforms include Copilot and ChatGPT.

Microsoft Copilot is a Generative AI tool that is available to all BRG employees and can be used safely and securely when employees are logged in with their BRG credentials. For this reason, employees are highly encouraged to make Copilot their "default" AI tool. Employees should not use unapproved AI tools (e.g., the public version of ChatGPT) without first obtaining approval.

## What are the risks?

AI has many benefits, but if used incorrectly, it can create inaccurate, discriminatory, or other harmful results. It can also put privacy and intellectual property rights at risk.

DO	DON'T
<ul style="list-style-type: none"> <li>✓ <b>Ask Permission.</b> If you are unsure about a potential use of AI, ask first. Reach out to Legal if you have questions.</li> <li>✓ <b>Do verify outputs of AI for accuracy.</b> AI can be a great tool, but you are responsible for the accuracy of the final output. When using AI verify that the outputs produced are accurate. If you are not in a position to verify accuracy of outputs, do not rely on them or use them in your work.</li> <li>✓ <b>Be Transparent.</b> Be transparent when you use GenAI and keep record of what is an AI-output and what is a human contribution.</li> <li>✓ <b>Do get help on AI contracts.</b> Any agreements with third-parties who use AI or help you create AI enabled tools need certain clauses to ensure AI quality, define clear roles, and protect our rights and data. Ask Legal for help.</li> <li>✓ <b>Use Disclaimers.</b> If AI is used to interact with third parties, ensure proper disclaimers are used to notify third parties.</li> <li>✓ <b>Do Understand the Terms of Use.</b> Before using AI, be sure to ask important questions about the service you intend to use, such as what data service collects about you, how the application is creating the output, who owns the output, to what extent confidentiality and data privacy are ensured, and whether there are copyright risks associated with the output generated.</li> </ul>	<ul style="list-style-type: none"> <li>✗ <b>Don't use public (free) AI tools without approval.</b> Any use of public tools requires approval from [IT and Legal]. A good rule of thumb is to think about using public AI tools like posting your content on a public website in terms of appropriate use.</li> <li>✗ <b>Don't put personal data or confidential information into public AI tools.</b> If you are unsure whether any information constitutes Personal Data or Confidential Information, avoid using that information. Personal Data or Confidential Information may be saved by the AI for training or other purposes or shared with others.</li> <li>✗ <b>Don't personally purchase an AI product license.</b> Do not personally purchase an AI product license (e.g., ChatGPT subscription) to use in your capacity as a company employee. Ask [IT or Legal] for help procuring a license where use is appropriate.</li> <li>✗ <b>Don't put intellectual property at risk.</b> Do not use AI to create anything the company may need to protect with patents or copyrights unless you have approval from Legal. Don't ask AI to copy other people's work. Avoid asking AI to generate work in the style of others. Check your rights before using AI outputs.</li> <li>✗ <b>Don't violate the Employee Code of Conduct.</b> Do not use AI in any way that may violate the provisions contained in the Employee Code of Conduct or other company policies, including but not limited to the Company's harassment and equal employment opportunity policies.</li> </ul>

## Special Tips for Generative AI

Microsoft Copilot is an “enterprise” GenAI tool that is available to all BRG employees. For this reason, employees are highly encouraged to make Copilot their default GenAI tool. Employees should not use unapproved tools (e.g., the public version of ChatGPT) without obtaining approval. As always, it is important to use your best judgment and reach out to [Legal] if you are not sure about something. In addition, keep these key guidelines in mind across use cases:

AI SYSTEM	PUBLIC AI (CHATGPT, CLAUDE, ETC.)		INTERNAL ENTERPRISE AI (MSFT COPILOT)	
	Generic Inputs	Personal or Confidential Information	Generic Inputs	Personal or Confidential Information
What you are putting into the GenAI (inputs, prompts requests, information)				
<b>USE CASES:</b>				
Ideation, brainstorming for internal projects that don't need future copyright, patent, or other IP protections (provided you do not ask the tool to mimic someone else's style or ideas)	●	■	●	▲
Jump-starting research of publicly known subjects	●	■	●	▲
Proofreading	●	■	●	▲
Translating languages	●	■	●	▲
Creating templates, form documents, first drafts	●	■	●	▲
Creating internal strategy documents like business and product plans, roadmaps, presentations	▲	■	▲	▲
Drafting emails	▲	■	●	▲
Creating external-facing marketing materials	▲	■	▲	▲
Generating content that may form part of a copyright or patent submission	▲	■	▲	▲
Making automated decisions about individuals (e.g., hiring / firing / promotion, benefits), with appropriate notice, consent, and rights to opt out where required	■	■	■	■
Answering generic questions about coding, such as explaining unfamiliar libraries	●	■	●	●
Other software or code development work, including code generation or debugging	■	■	▲	▲
● <i>Permissible: request and approval are not required</i>	▲ <i>Approval required: Approval will depend upon the specific details of the proposed use</i>		■ <i>Not approved. Exceptions may be granted in limited circumstances</i>	