

Video Script: Module 1, Lesson 3 - Data Safety & POPIA

Target Length: 3 minutes

Tone: Serious but practical. "Security Enabler," not "Blocker."

🎬 1. Intro (Face to Camera) - 0:00 to 0:45

Visual: Jimmy, Full Screen.

Audio:

"Hi. Before we start writing powerful prompts, we need to have 'The Talk'. AI Models like ChatGPT learn from the data they are trained on.

Depending on which version you use, they might also learn from *the data you type into them*.

This means if you paste a client's ID number or your company's financial forecast into a public AI tool... you might basically be publishing it.

In South Africa, with POPIA laws, that's a massive risk.

But don't panic. You don't need to stop using AI. You just need to follow the **Golden Rule of Sanitization.**"

2. Screen Share: The Red & Green Lists (0:45 - 2:00)

Visual: Slide showing two columns: "NEVER SHARE" (Red) and "SAFE TO SHARE" (Green).

Audio:

"Here is your safety checklist.

The Red List (Never Paste):

1. **Personal Identifiers:** ID numbers, Passport numbers, Employee numbers.
2. **Contact Details:** Real emails, phone numbers, addresses of clients.
3. **Authentication:** Passwords, API keys, Login credentials.
4. **Confidential Strategy:** Unreleased product plans, financial results, legal disputes.

The Green List (Safe):

1. Generic processes.
 2. Public marketing copy.
 3. Anonymized data (Client X, Project Y).
 4. Code snippets that don't reveal business logic."
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🔍 3. Live Demo: Sanitization in Action (2:00 - 2:45)

Visual: Screen recording of a text editor or AI chat.

Audio:

"Let's look at this prompt:

'Summarize the contract for John Smith, ID 850101...' No! Stop!

This is a data breach waiting to happen.

Here is how we fix it. We use **Placeholders**.

Change 'John Smith' to '[Client Name]'.
Change the ID to '[ID Number]'.
Now paste *that* into the AI.
The AI can still understand the context and write the summary perfectly,
but you haven't exposed anyone's privacy."

👉 4. Outro (Face to Camera) - 2:45 - 3:00

Visual: Jimmy, Full Screen.

Audio:

"It's a simple habit: **Sanitize before you Synthesize.**

In the challenge below, I've got a messy, unsafe prompt waiting for you.

Your job is to act as the Privacy Officer and fix it.

Go make it safe."