

AI USAGE POLICY WORKBOOK

A guide for policy development



Policy Enforcement
Enforcement Approach
Current State
Business Functions

Your business is unique.

While AI is getting harder to ignore, you make the ultimate decision where your business lands - from "100% human only" approach to a "smaller company with multiple AI agents".

How would you balance potential benefits with probable consequences?

The AI policy is a way to communicate that decision to your employees, partners and customers. It's a documented approach that will assist with making vendor picks and product selection.

Use this guide for developing your own AI Usage policy - walking through possible applications and dreaming of your own. The options on each page meant to give you ideas and by no means exhaustive.

Regardless where you land, revisit the policy at least once every quarter as technology changes at a rapid pace. And check the guide for updates!

And if you have questions or would like assistance, please reach out.

Policy Enforcement Approach

With AI available on phones and inside the products, it's impossible to enforce usage compliance through restrictive measures like traffic blocks.

Here are few ideas to explore.

Educate

- Provide regular AI literacy training.
- Develop clear guidelines on safe usage.
- Explain the risks of data exposure and using AI outputs without human review.
- Adopt vetted AI tools.

Encourage

- Define easy process for requesting new AI tools.
- Provide rewards for sharing effective use cases in your organization.
- Allow experimentation in a safe monitored environments.
- Celebrate and welcome innovation.

Monitor

- Perform regular audits on AI usage and output quality.
- Keep track of subscription costs and measure true effectiveness and cost savings.
- Run compliance reviews.
- Monitor data consumption and traffic to understand usage.

React

- Clarify the consequences for policy violation.
- Define worst case scenarios and appropriate response to it.
- Document incident escalation paths and encourage reporting issues.
- Analyze reasons for policy violations.

Current State - Restrictions

What industry compliance rules may affect your AI adoption?

(i.e. not providing financial advice without proper licensing)

Consider limitations to reduce legal exposure if AI provides wrong or harmful information.

What sensitive data is handled by your company?

- PII (personally identifiable information) - SSN, age, address, name
- Healthcare records
- Financial data
- Trade secrets
- Other proprietary data

Ensuring this data is not uploaded to the public AI is critical as it can be used for training and leaked.

Current State - Usage

What AI tools are already used inside the company?

Document all usage, even unauthorized. Evaluate if the usage should continue.

List lessons learned from current AI usage (improvements, mistakes, etc)

What should you do more off? What didn't work?

Business Function - Content Generation

Acceptable Use

- Brainstorming ideas
- Generating outlines
- Editing content
- Creating content
- Providing feedback
-
-

Can Be Used For

- Social media posts
- Blog posts
- Internal communications
- Marketing and ads
- Customer communication
-

Prohibited Use

- Generating low quality content
- Releasing content for publication without review
-

Verification Process

- Double check facts, references and practical advice
- Ensure no private information is included
-

List Allowed Tools

(include estimated cost)

Business Function - Audio Generation

Acceptable Use Examples

- Phone call automation
- Podcast generation
- Audio books narration
-
-
-

Can Be Used For

- Internal communication
- Customer reach
- Marketing and ads
-
-
-

Prohibited Use Examples

- Impersonating company staff
- Creating fabricated and misleading audio recordings
-

Verification Process

- Double check facts
- Ensure tone and delivery matches company's goals
-

List Allowed Tools

(include cost)

Business Function - Image and Video Generation

Acceptable Use

- Creating visual concepts
- Modifying existing media
- Creating production media
- Brainstorming new products
-
-

Can Be Used For

- Social Media Posts
- Blog Posts
- Company communications
- Marketing and Ads
- Product development
-

Prohibited Use

- Creating deepfakes or unrealistic product images for advertising
- Violating intellectual property
-

Verification Process

- Confirm the style and subject aligns with company's policy
- Verify that image is not copyrighted
-

List Allowed Tools

(include cost)

Business Function - Data Analytics

Acceptable Use

- Analyzing competitors
- Processing sales numbers
- Summarizing customer sentiment
- Identifying market trends
-

Can Be Used For

- Internal consumption
- Client reports
- Strategic planning
-
-

Prohibited Use

- Automating sensitive decisions without proper human review
-

Verification Process

- Confirming data accuracy
- Confirming analysis accuracy
-

List Allowed Tools

(include cost)

Business Function - Customer Support

Acceptable Use

- Creating customer guides
- Creating communication templates
- Generating answers to questions
- Automating simple tasks
-
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Can Be Used For

- Answering simple queries
- Automating appointment scheduling
- Customer communications
- Website chat agents
-

Prohibited Use

- Unsupervised unguarded customer communication
- Handling/processing sensitive data
-

Verification Process

- Define and test guardrails
- Ensure private information is not disclosed
-

List Allowed Tools

(include cost)

Business Function - Software Development/IT

Acceptable Use

- Code generation
- UI generation
- Code review
- Testing
- Documentation
- Bug fixing
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Can Be Used For

- Proof of concept
- New applications
- Existing internal applications
- Existing external applications
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Prohibited Use

- Modifying security configurations
- Handle authentication without review
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Verification Process

- Require human code review and sign off
- Human verification before production release
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List Allowed Tools

(include cost)