

LUCELEC Guidelines and Resources: Use of AI

Artificial intelligence (AI) has recently been the subject of much conversation and debate, with the narrative being driven by tools such as ChatGPT. The concept of AI is not new, as over the years, we have come to rely on various forms of AI in our daily lives, from voice assistants that help us navigate questions to online chatbots. The applications of AI are far-reaching and include the generation of audio, presentations, code, images, scripts, text, videos, and more. Generative AI is relatively new and continues to evolve rapidly. The future of AI will likely exceed the furthest expectations of many experts with respect to its full capabilities.

The following are but a few examples of how LUCELEC team members can use, and in some cases, are using generative AI tools, like ChatGPT:

1. **Content Summary:** Automatically summarising long-form content such as articles, reports, or research.
2. **Creative Writing:** Using AI as a helpful tool for brainstorming, creating the first draft and overcoming writer's block.
3. **Data Analysis:** Identifying patterns, trends, and outliers from AI-generated visualisations and reports.
4. **Learning:** Expanding knowledge through interactive and personalised learning.
5. **Idea Generation:** Considering the "pros and cons" of certain positions or policies by seeking AI-generated arguments on both sides of an issue.

The following are a subset of tools recommended the various AI categories. Many have both free and paid usage tiers.

1. **Chat-based AI Tools¹:**
ChatGPT, Bard, Ask AI
2. **Content Creation Tools:**
Jasper, Copy.ai, Anyword
3. **Grammar Checkers and Rewording Tools:**
Grammarly, Wordtune, ProWritingAid)
4. **Video Creation:**
Descript, Wondershare Filmora, Runway)
5. **Image Generation:**
DALL·E 2, Midjourney, Stable Diffusion, Canva

LUCELEC Team members should ensure that if any of these apps are utilised, they must be directly from official sites. Failure to do so increases the risk of succumbing to a situation, such as in this example: <https://www.youtube.com/watch?v=dpIPVUfANgs>.

¹ For a simple casual exploration of ChatAI, there is no need install and configure any special apps. You can utilize Microsoft Bing. Simply open your browser and go to bing.com. Click "Chat" in the upper left.

Using Generative AI Responsibly and Effectively

AI will continue to present new opportunities in both professional and personal settings. As with all new technologies, it is our collective responsibility to understand how to use them responsibly. As per our Information Systems Policy, we are all reminded that we must be aware of and take responsibility for information security and data protection processes and procedures.

Below are guidelines that will help LUCELEC team members use AI applications responsibly and effectively. If there is any doubt, or should clarification be required, please consult our IS Department.

Safeguarding Data and Upholding Privacy

Note that any information entered into publicly hosted AI platforms, such as ChatGPT, is not adequately protected and can become part of the underlying training sets that these tools use to learn and generate new content. Do not input private/non-public company information as prompts to safeguard our data. This includes but is not limited to sensitive, proprietary, confidential, or personally identifiable information.

Do not input customer or employee information as prompts. This information could be used to identify you, our customers, or our Company and infringe the privacy rights of our customers or employees.

Generative AI Use Guidelines

1. **Providing Contextual Understanding:** While AI can generate responses, it is important to remember that it lacks true world comprehension. Always provide clear context and ensure the input is specific and well-defined to receive accurate responses.
2. **Fact-checking and Verification:** Do not solely rely on generative AI for activities like research or decision-making. Although these tools have been trained on extensive datasets and help create first drafts, they may not always provide accurate or up-to-date information. Note that generative AI can generate false information, stereotypes or prejudices depending on its sources. You are responsible for fact-checking and reviewing all AI-generated content, especially if it will be used in public communication or decision-making.
3. **Intellectual Property:** Be aware that outputs from Generative AI models like ChatGPT can inadvertently resemble or contain elements from someone else's work. Copying, sharing, adapting, or commercially using other people's work without proper attribution or permission is a form of plagiarism and may infringe on another's copyright or other intellectual property rights. Employees must scrutinise any AI-generated content that will be published externally, including images or videos. If in doubt, consult with our IS or Legal Department.
4. **Disclosure:** If using AI tools to generate content, consider if it's appropriate to reference the use of AI to your audience to demonstrate transparency and build trust. Examples may include a research memo or a formal presentation. Sample credit line: "This description was generated by ChatGPT 3.5 and edited by [Your Name]".

LUCELEC, through our IS team, will continue to actively explore how AI technologies could enhance various aspects of our business. Future announcements can be expected from our business and technology leaders in the near future. As generative AI technology evolves, LUCELEC team members can expect guidelines and future policies to reflect these changes.



While LUCELEC team members are encouraged to explore these resources and deepen our understanding of these technologies, due diligence must be exercised in selecting which applications to download and install. As with many trends, there may be good and bad actors. Please be guided accordingly.