

# Segal Acceptable Use Policy for Generative Artificial Intelligence (AI)

## Purpose

This policy outlines acceptable practices for the use of Generative AI while performing work on behalf of Segal. For purposes of this policy, Generative AI is defined as “technology that creates content, including text, images, video, audio and computer code — by identifying patterns in large quantities of data, and then creating material that has similar characteristics.”<sup>1</sup>

## Usage guidelines

The process for using Generative AI should always include human oversight to review the quality, accuracy and appropriateness of the output before it is shared with anyone.

Users of Generative AI applications are ultimately responsible and accountable for any data entered into and the output and use of content from generative tools.

Acceptable Uses	Unacceptable Uses
<p>It is acceptable to use Generative AI for general-knowledge questions meant to enhance the employee’s understanding of a work-related topic. This includes:</p> <ul style="list-style-type: none"><li>• To brainstorm ideas related to projects you are working on.</li><li>• To draft portions of an email or letter.</li><li>• To create formulas for Excel spreadsheets or similar programs.</li><li>• To develop or debug code, to be verified before deployment.</li><li>• To summarize online research or to create outlines for content projects to assist in full coverage of a topic. Only content written by employees may be included in a final product.</li><li>• Care should be taken to ensure that copyrights and licensing requirements are properly observed in order to protect Segal from infringement.</li></ul>	<p>Certain uses of Generative AI are deemed unacceptable by Segal, including:</p> <ul style="list-style-type: none"><li>• Segal does <u>not</u> permit the use of Generative AI or AI-assisted tools to create images or to alter copyrighted and/or licensed images in submitted client deliverables.<sup>2</sup></li><li>• Identifying details, such as names of individuals or clients, and confidential and proprietary data should not be used. This includes the use of PII, PHI and combinations of details which could disclose protected information.</li><li>• Sharing Segal intellectual capital without express permission from clients, Segal executives and the Segal Legal department.</li><li>• Copying and pasting, typing, uploading, or in any way submitting client, prospect, or Segal content or data of any kind into the AI chatbot.</li><li>• Failing to properly cite an AI application when used as a resource.</li></ul>

<sup>1</sup> Pasick, A. (2023, March 27). Artificial Intelligence Glossary: AI Terms Everyone Should Learn. The New York Times. <https://www.nytimes.com/article/ai-artificial-intelligence-glossary.html>

<sup>2</sup> All image creation or alteration for use in a Segal brand or Segal deliverable must be done with the consultation of the professional graphic designers (InDe) of the Marketing Team. For use in Segal Benz deliverables, the Segal Benz design team must be consulted.

## Requests to utilize Generative AI

The following steps must be followed by any Segal workforce member who wishes to utilize a Generative AI solution in the course of their work:

1. The employee must inform their manager in writing, detailing how the Generative AI solution will be used.
2. The manager must approve or deny each request in writing, in email.
3. Once a request is approved, the employee must attach the approval to an IT Service Desk ticket, specifying the tool(s) to be used, the purpose and the duration. The IT Service Desk will review for appropriate approvals and log this request.
4. Material outputs from a generative AI application used for client deliverables must be cited as coming from an AI source.
5. No individual identifiable information, confidential or proprietary data should be processed in a Generative AI engine. Data ingested into a Generative AI engine can become part of larger, shared databases and could become public.
6. Questions about the use of Generative AI applications should be directed to the IT Service Desk with a support ticket.

Failure to obtain advance approval of any Generative AI solution is grounds for discipline.

If a Segal workforce member wants to create or alter any graphic or image for use in a Segal Brand or Segal deliverable, the professional graphic designers (InDe) of the Segal Marketing Team must be consulted. For use in Segal Benz deliverables, the Segal Benz design team must be consulted.

## Scope

This acceptable use policy applies to all Segal employees, consultants, interns and special project workers and to all work that those individuals perform on behalf of Segal.

## Ethical use and malicious intent

- All Generative AI outputs should adhere to the high professional standards of our consulting firm. Users should strive to produce content of the highest quality, thoroughly reviewed for accuracy, free from errors, and suitable for business or client needs.
- All AI-generated content must be thoroughly reviewed for accuracy before relying on it for work purposes. If a reliable primary source cannot be found to verify the information generated by a chatbot, that information cannot be used for work purposes as Generative AI applications may produce content that is flawed, biased, false, or fabricated. Generative AI may also produce content that has been plagiarized from its knowledge base including copyrighted works.
- Users must use Generative AI in accordance with all Segal policies including the Code of Conduct and Data Classification and Handling Guidelines. AI technologies must not be used to create content that is inaccurate, inappropriate, defamatory, discriminatory, or otherwise harmful to others or the company.

- Users are strictly prohibited from using Generative AI to create or distribute content that is illegal, that may infringe upon any intellectual property rights, which promotes violence, discrimination, harassment, or violates any applicable laws or regulations. Users must not present AI-generated content as the work of human consultants.
- Users should make clear when content is AI-assisted to maintain transparency, avoid deception and to protect Segal's reputation.
- Attempts to use Generative AI with malicious intent, including spreading malware, engaging in phishing, or any form of cyber-attacks will not be tolerated.

Any violation of these usage guidelines will result in disciplinary action, up to and including termination.

## Citation and attribution

Rules for citing AI tools are not fully established. Below are guidelines that Segal has adopted for certain common usage scenarios. The ethical use of AI technology ultimately depends on the context in which it is being used and the expectations of the individuals involved. It is important for users to understand the potential implications of using Generative AI technology and to approach its use with honesty and integrity.

### Citing AI-generated writing and research

If you choose to use AI technology for writing, you must be transparent with your manager and clients about your use of it. Segal's policy is that the information be cited similar to a personal communication (e.g., email, phone conversation, text messages, etc.).

Please refer to the [Segal Style Guide](#) for specific instruction on how to cite AI-generated writing and research available on the intranet at <https://styleguide.segalco.com/writing/writing-guidelines#quotations>

All citations of AI must be reviewed and approved by your manager or through an applicable internal peer review process. You must verify any sources cited by the AI tool.

### Compliance with publisher policies and requirements

Before including Generative AI tools in a project intended for publication, you must ensure that your target journal and publisher allow the integration of AI generated text and images within submissions.

If you wish to use Generative AI and AI-assisted tools in figures, images and artwork, please coordinate with the professional graphic designers (InDe) on the Marketing Team. They will collaborate with you to ensure copyright and Segal branding restrictions are addressed and citations are complete and accurate.

## Monitoring

Segal's Computer Use Policy and all relevant monitoring policies still apply when using Generative AI chatbots with company equipment. IT reserves the right to uninstall, block or prohibit future use of any AI solution at any time and for any reason.

# Glossary

Term	Definition
Open data set	Open data can be accessed, used and shared openly with anyone. Open data is made available in a common, machine-readable format. Open data licensing must allow the use of data in any way, including transforming, combining and sharing it, even commercially. Content generated by an open data set API where the output is “fact content” should be reviewed for accuracy by a person or other trusted source
Closed data set	Closed data consists of data, records and files that are only available to authorized users. Closed data set AI can be used for creating content based on confidential or trade secret information.
Public data set	Public data sets refer to information that is made freely available by federal, state and local government bodies. This data is considered public domain.

# Version History

Version Date	Version Number	Changes Made	Authored/Edited By
9/7/2023	1.0. 1.1	Original published version	<ul style="list-style-type: none"><li>• Bookwalter, B.</li><li>• Goldenson, S.</li><li>• Greenspan, S.</li><li>• Jordan, E.</li><li>• Kissner, B.</li><li>• Kleiman, K.</li><li>• McCarty, B.</li><li>• Prasad, R.</li><li>• Rucinski, B.</li><li>• Stuckey, J.</li><li>• Turgeon, P.</li></ul>
9/11/2023; 9/13/2023	1.2	Formatting changes	<ul style="list-style-type: none"><li>• Sunday Coulter</li></ul>
		Accepting formatting changes and updated one sentence with suggestion from Marketing.	<ul style="list-style-type: none"><li>• Kissner, B.</li></ul>
			<ul style="list-style-type: none"><li>•</li></ul>
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			<ul style="list-style-type: none"><li>•</li></ul>