# GENERATIVE AI

## A Guide for Staff and Volunteers

This introductory guide explains how the staff and volunteers of Ireland's charities, community groups and social enterprises can use generative AI responsibly and effectively.

## What is Generative AI?

AI stands for artificial intelligence, which is the simulation of human intelligence by computers. Generative AI is a type of artificial intelligence that can generate content like text, images, music, videos and computer code, based on your instructions. These instructions are called 'prompts'.

Unlike traditional software, which follows strict rules and can only do what it's told, generative AI tools have been trained on large amounts of data (like websites, books, images, and videos). By extracting and combining elements from this huge data pool, generative AI tools can produce content that has not previously existed.

Generative AI also has the potential to automate repetitive tasks and provide insights into your operations. While it has potential benefits it also presents new challenges for information security, ethics, data protection, and reputation management.

## How do I use Generative AI?

Many generative AI tools are stand-alone apps or can be accessed through websites. Here are some examples:

- ChatGPT (chatgpt.com)
- Perplexity (perplexity.ai),
- Claude (claude.ai) and
- Microsoft Copilot (copilot.microsoft.com).

Generative AI tools are also being included in some of the software we use every day like:

- Microsoft Office 365
- Zoom
- Canva
- Google Gemini
- Adobe software.
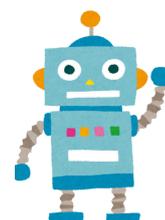
# Putting Generative AI to Work

Generative AI tool can be used to create content like text, images, computer code, audio, and videos. For example, it can create first drafts of
- emails
- report summaries
- proposals
- online meeting summaries
- presentations
- translations of documents
- data classifications in spreadsheets.

AI tools can support you in your work and enhance productivity, but **they should never replace human oversight and agency**. Before you use AI tools, the following must be considered:

## Data Protection and Confidentiality

The information you enter in generative AI tools may be accessible to people outside of your organisation. If the information is not public, it could constitute a breach of data protection regulations and organisational policies.

### DON'T

Input data into an generative AI tool if it is:
- confidential
- proprietary (i.e. copyrighted)
- protected by data or privacy regulations (including GDPR), or
- organisationally sensitive.

This includes information about your beneficiaries, clients, employees, volunteers, funders, and partners.

Examples of sensitive data include:
- financial information
- contracts and agreements
- contact information, and
- sensitive correspondence.

### DO

Familiarise yourself with GDPR and your organisation's policies on data protection and confidentiality before you use generative AI tools.

"You, the user, are responsible for verifying the accuracy and quality of the content you create with generative AI."

## Human Oversight

Content created using AI tools is never perfect; generative AI tools can reproduce factual errors, miscalculate, misinterpret, and misrepresent information. **You, the user, are responsible for verifying the accuracy and quality of the content you create with generative AI.**

Anything produced by generative AI tools should be treated as a first draft. Content produced by the tools should  never be presented as a final product or as your own work. Communications materials produced for external audiences must adhere to our editorial guidelines and house-style.

Finally, your colleagues and line-managers should always feel confident in the assumption that any internal communications represent your own work.

### DON'T
- Assume that an AI tool will be better at a task you can already do yourself.
- Claim credit for content made by generative AI. For example, do not put your name down as the author of a text that was written by generative AI.
- Upload copyrighted content (texts, images, music, or videos) to a generative AI tool.

### DO
- Treat AI-generated content as a first draft.
- Check the accuracy and quality of any content generated by AI.
- Acknowledge your use of AI tools in the production of any work.
- Do check if text conforms to your house-style and standard English.



## Ethical Use

Generative AI tools are trained using data, often sourced from the web. As a result, AI models tend to reproduce the existing prejudices, biases, and stereotypes found in their training data. These tools can, and are already being, exploited by malicious actors to manipulate, deceive, and even commit fraud.

### DON'T
- Use generative AI to change a person's appearance in a photo or video without their permission.
- Use generative AI to alter documentary or archival materials.

### DO
- Screen AI-generated content for discriminatory language, prejudice, and stereotypes.
- Clearly state if images or videos were generated by AI.

## Cybersecurity and Fraud Awareness

As AI tools become more advanced, so do the methods used by cybercriminals fueling more AI-related fraud risks. Cyberattacks are increasingly sophisticated, leveraging AI and machine learning to create more convincing phishing emails and social engineering tactics. Criminals are using AI-generated content to trick employees, gain access to sensitive data, and exploit vulnerabilities.

### DON'T

- Don't install generative AI apps on work devices without consulting with the person/team in your organisation responsible for cybersecurity.
- Disclose confidential information to unsolicited callers, even if they sound authentic.
- Respond to, or forward, suspicious emails.

### DO

- Remain vigilant, question unexpected requests for information, verify the legitimacy of all communications, and consistently apply cybersecurity practices.
- Keep informed about the growing role of AI in cybercrime is key to protecting the organisation from fraud and data breaches.

### GLOSSARY

**AI** stands for artificial intelligence, which is the simulation of human intelligence by computers.

**Chatbot:** a software application that is designed to imitate human conversation through text or voice commands.

**Generative AI** is a type of technology that uses AI to make content, including text, video, computer code and images.

**Hallucination** refers to an incorrect response from an AI system, or false information in an output that is presented as factual information.

**Large language model (LLM):** an AI model that has been trained on large amounts of text so that it can understand language and write text.

**Prompt:** an instruction or input that a user feeds to an AI tool to get a required response. It can be a simple question, complex instructions and/or data.