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Let's Be Real: What Is AI and What Do I Do About It?

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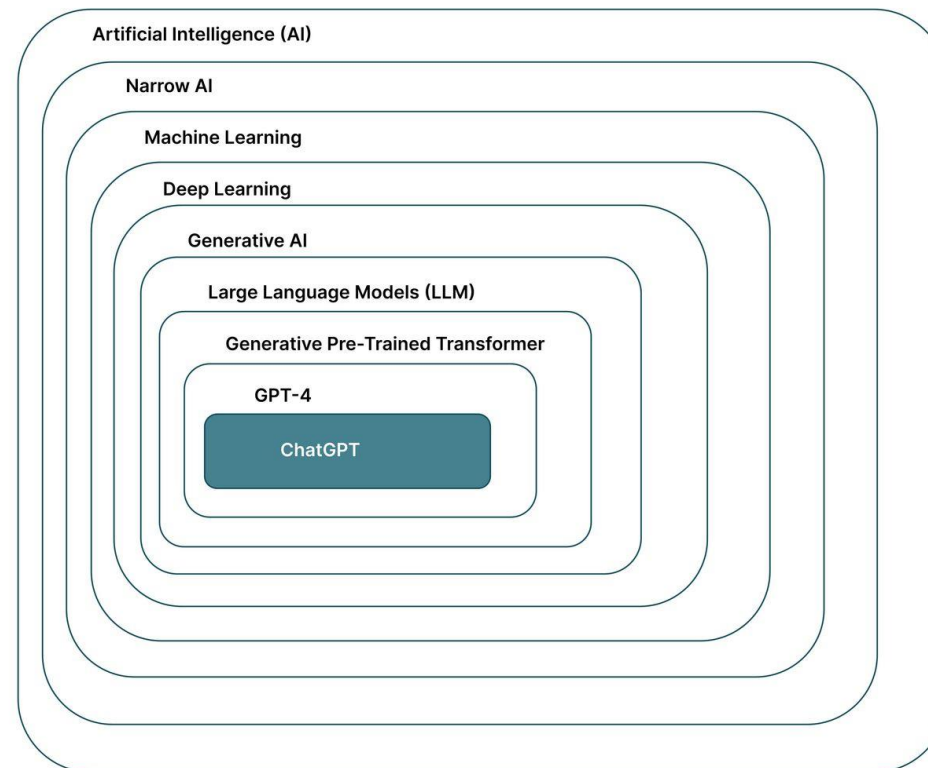
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Agenda

- Types of AI
- Overview of Generative AI Systems
- Use Cases
- Considerations for Usage
- Practical Strategies for Management

Artificial Intelligence Taxonomy



Tobias Zwingmann, 2003, <https://blog.tobiaszwingmann.com/p/demystifying-ai-practical-guide-key-terminology>

- **Reactive Machines:** These AI systems are designed to respond to specific inputs and perform predefined tasks. They don't store memories of past experiences. An example includes IBM's Deep Blue playing chess or Netflix recommending what show you should watch next.
- **Limited Memory AI:** These AI systems can store past experiences and use them to inform future decisions. Examples include self-driving.

Overview of Common GenAIs

- **Large Language Models:** Gemini (Google), ChatGPT (OpenAI), Llama (Meta), Claude
- **Music Generation:** Suno, Studio
- **Code Generation:** GitUp CoPilot, Amazon CodeWhisperer
- **Image Generation:** DALL-E, MidJourney

- **Code Generation:** Assisting developers by writing and optimizing code.
- **Document Drafting:** Generating articles, reports, and marketing materials efficiently.
- **Creative Design:** Generating designs for products and advertisements.
- **Search Capabilities:** Examples include decoding online tracking technology.
- **Financial Forecasting:** Automating the generation of financial projections, investment strategies, or market analysis reports.

Considerations for Usage

- **Intellectual Property Protection:** Risk both of losing IP or generating content that unintentionally infringes on copyrighted material.
- **Data Privacy:** Ensuring personal data is not compromised or misused by AI systems.
- **Reputational Harm:** Potential damage to reputation if AI-generated content is misleading and changing terms of use regarding data usage.
- **Confidentiality:** Safeguarding sensitive information potentially entered into AI prompts.
- **AI Hallucinations:** GenAI may produce plausible sounding, but incorrect outputs.
- **Emerging Legal Considerations:** Principally the EU AI Act and Colorado AI law

- **Employee Guidance and Training:** Provide employees with the knowledge and guidelines through training and policies.
- **Contract Terms:** From enterprise AI licenses to customer facing applications, include clear terms to address AI usage, liability, and data protection.
- **Vendor Management:** Revisit the vendor management process to ensure AI is considered with 3rd and Nth parties.
- **Review of Usage:** Understanding the difference between deployer, developer, and internal usage of AI systems.
- **Bias and Fairness Monitoring:** Reviewing the automated decision-making considerations for different use cases.

Questions?



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