

Guidelines for use

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Large Language Models

Large Language Models (LLMs) promise a great deal. They can answer questions, generate draft texts or make suggestions that you can use straight away. At the same time, the technology has clear pitfalls that we need to handle carefully. The following rules of thumb make it possible to use LLMs responsibly and safely.

01 AI is a tool

Always review and edit the output of an LLM before sharing it with colleagues or third parties. You remain responsible for how that output is used.

02 AI is dull

Always adapt LLM output to your own or your organisation's tone of voice before using it. The last thing you want is for your texts to resemble those of your competitors.

03 AI is an editor

Use an LLM to set up or structure texts, or as inspiration when writing your own work. Copying large blocks of LLM text verbatim is not only dull, but may also amount to plagiarism.

04 AI is not a search engine

Do not use an LLM to retrieve or verify facts. An LLM produces content that sounds plausible, regardless of whether it is correct.

05 AI does not understand privacy

Do not include personal data about yourself or others in a prompt to an LLM. Always check personal data in the output with extra care. Where possible, use settings that improve data protection.

06 AI does not keep secrets

Everything you enter can be used by the company behind the LLM for its own purposes. Do not enter sensitive information such as turnover figures, customer names or business strategies.

07 AI does not verify

Always check all output yourself for factual inaccuracies or unwanted or inappropriate statements. Any information presented as fact must be verified systematically. Not only on a sample basis, but always in full.

08 Use a business account

Create an account with your business email address and use it only for work-related matters. Do not delete conversations without good reason. The chat history may be important as evidence.

09 AI has no context

When you ask a question, include relevant background information or examples so the LLM can respond appropriately.

10 For professional use, use paid versions only

Free versions of LLMs are not suitable for professional use. Paid versions often perform better, but review and verification remain essential.

For more information visit:
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Questions?

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