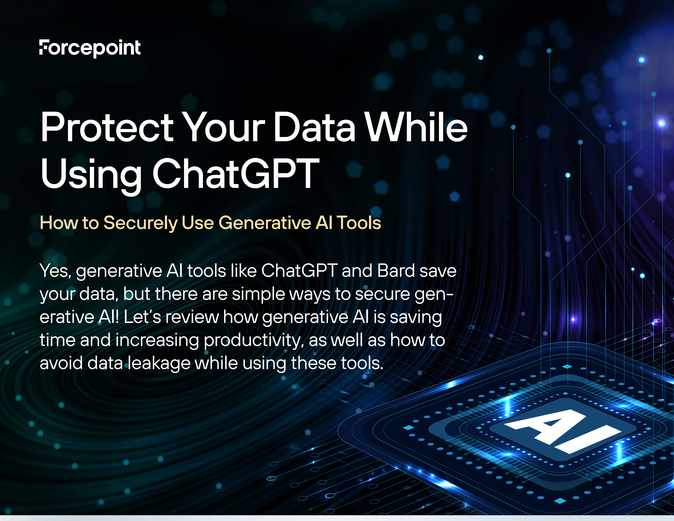
Forcepoint

Protect Your Data While Using ChatGPT

How to Securely Use Generative AI Tools

Yes, generative AI tools like ChatGPT and Bard save your data, but there are simple ways to secure generative AI! Let's review how generative AI is saving time and increasing productivity, as well as how to avoid data leakage while using these tools.



What are the Benefits of Using Generative AI?

$7

TRILLION INCREASE
in global GDP attributed to generative AI

source: **Goldman Sachs**

14%

GROWTH IN PRODUCTIVITY
for workers who access generative AI

source: **The National Bureau of Economic Research**

30%

AUTOMATION
of U.S. workday activities by 2030

source: **McKinsey**

What Type of Information Does Generative AI Harvest?

- Information received automatically
- Information provided by users

What is the Average Cost of a Data Breach?

$4.5 Million

source: **Ponemon Institute**

What Are the Security Risks of Generative AI Storing Your Data?

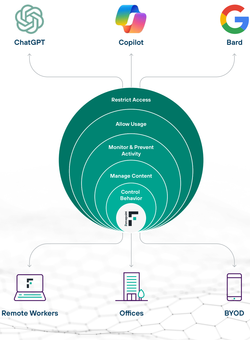
Generative AI trains using your organization's sensitive information. Confidential information such as intellectual property or personal identifiable information is at risk of being saved.

In the event of a data breach of a Generative AI tool, a user's data could be compromised - this means any data that was shared with or received by the tool from your organization.

How to Secure Data When Using Generative AI

The only way to securely use generative AI tools is to implement a data security approach. A multi-layered approach allows administrators to:

- Restrict access
- Monitor and prevent Activity
- Manage content
- Control behavior



Ready to Gain Control Over Generative AI?

Talk to an expert to learn how to boost productivity safely with generative AI.

Request a Demo

About Forcepoint

Forcepoint simplifies security for global businesses and governments. Forcepoint's all-in-one, truly cloud-native platform makes it easy to adopt Zero Trust and prevent the theft or loss of sensitive data and intellectual property no matter where people are working. Based in Austin, Texas, Forcepoint creates safe, trusted environments for customers and their employees in more than 150 countries. Engage with Forcepoint on www.forcepoint.com, Twitter and LinkedIn.

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