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| **AI PRINCIPLES TEMPLATE** |
| ChatGPT Prompt |
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Use the following ChatGPT prompt to help create your own set of AI Principles that you can use to add an AI Policy/Statement page to your website.

This prompt includes areas of personalization (business goals, beliefs, values, and industry) to help make your set of principles more unique to your business. You must populate this information into the prompt and we recommend using ChatGPT-4 for the best results.

Be sure to have a team member review your final set of AI Principles to ensure they represent your company before publishing them on your website or any where else.

**PROMPT:**

[Cut and paste the following prompt into ChatGPT. Make sure to customize any sections highlighted in yellow below with your company/brand information.]

We want to create a listing of AI Principles to be included on an AI Policy page on our website. Overall, our principles should align with our company's core values and mission statement, which are:

INSERT EACH CORE VALUE ON ITS ON LINE

As a company our mission is: INSERT MISSION STATEMENET

We want our AI Principles also to reflect the industry we are in, our audience, and our overall business goal. I have included that information below.  
  
Company name – INSERT COMPANY NAME

Industry – INSERT INDUSTRY

Audience – INSERT AUDIENCE

Business goals – INSERT 1-2 BUSINESS GOALS OR TAGLINE/SLOGAN

Now with our brand messages, and other business information in mind, write 8-10 AI principles based on the following themes below. Be sure to weave our brand messaging and other business details in and out of the principle statements where it makes sense. These principles will be featured on our website and should have an introduction paragraph.

Responsible AI: Promoting responsible conception, development, deployment, and use of AI technologies.

Human-Centric Approach: Emphasizing the value of a human-centered approach to AI that empowers and augments professionals.

Human Accountability: Asserting that humans should remain accountable for all decisions and actions, including those facilitated by AI.

Role of Human Creativity: Recognizing the irreplaceable role of human knowledge, experience, emotion, and imagination in creativity and how AI can support it.

Information Integrity: Ensuring the use of language, images, and videos to educate, influence, and drive positive change while preventing misinformation.

Understanding AI Risks: Prioritizing the understanding of limitations and risks associated with AI.

Transparency and Trust: Highlighting the importance of transparency in data collection and AI usage to maintain trust.

Inclusivity and Diversity: Ensuring our usage of AI promotes inclusivity and diversity so that it caters to a wide range of audiences and needs.

Automation and Humanization: Balancing intelligent automation with the preservation of humanity, recognizing AI's potential to benefit society.

Openness and Collaboration: Encouraging an open approach to sharing AI research, knowledge, ideas, and experiences to advance the industry and society.