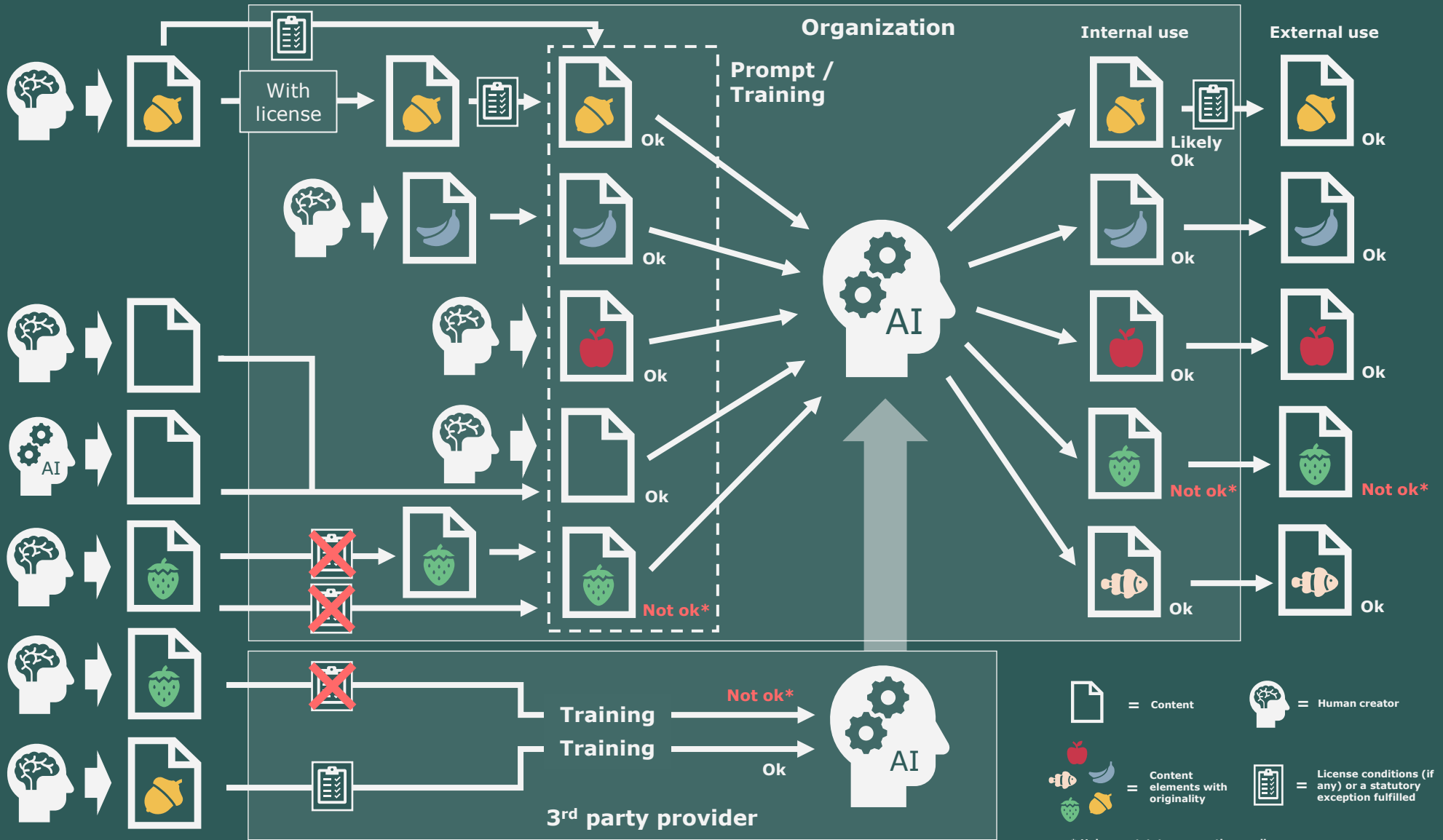


The Copyright of Generative AI.

Do you have your use of content under control?



Steps to avoid copyright issues when using GenAI.

More info at
vischer.com/ai

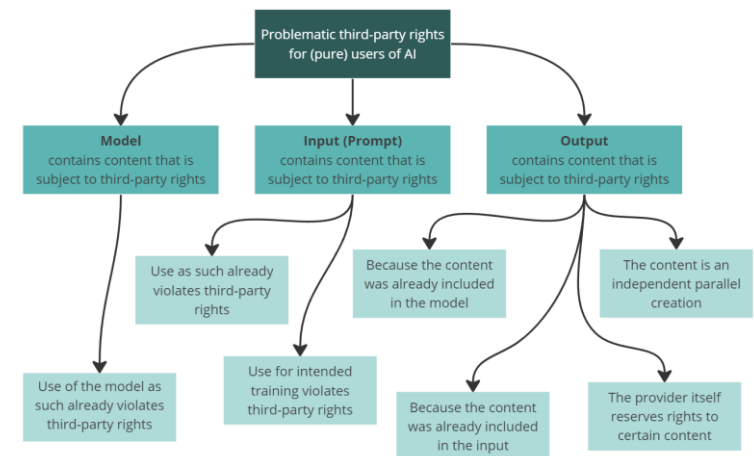
First, get your contract with your AI service provider in order (e.g., will it be using your content for its own purposes, will it permit you to use the output as you deem fit?), choose tools and services with built-in guardrails for protecting against IP violations (they will also protect your users) and that are built on larger, newer AI models. Inform third parties about your use of AI and what you will do with content they provide to you. Avoid entering into contracts that restrict your use of AI.

Second, have users understand that even though AI may make it easier to generate content, it is still (usually) not permitted to copy or mimic third party protected content. What has not been permitted so far, remains off-limits also with GenAI.

Third, have users take the following measures where it is necessary to reduce third-party IP infringement risks:

- Do a reverse Internet search with the output
- Use a high "temperature" where possible
- Use prompts that rely on generic elements
- Use prompts with as specific as possible instructions
- Further modify the AI output before using it
- Avoid using AI output based on Internet-searches
- Use RAG* only after checking content restrictions

Seven Challenges for Users of GenAI



* Retrieval Augmented Generation, a technique where an AI model is given access to additional content on the Internet or in a database.