



“My role is to protect one of the most valuable and vulnerable resources in the world – information about people.”

**ANNELIES MOENS**  
Privacy expert



**A journey to a career that didn't exist when I was at school**

**It Takes a Spark STEM conference,  
The Southport School, Gold Coast  
16 June 2023**





## My journey

**The careers you will have in 10 - 15 years'  
from now don't exist today.**



**Making privacy core business**



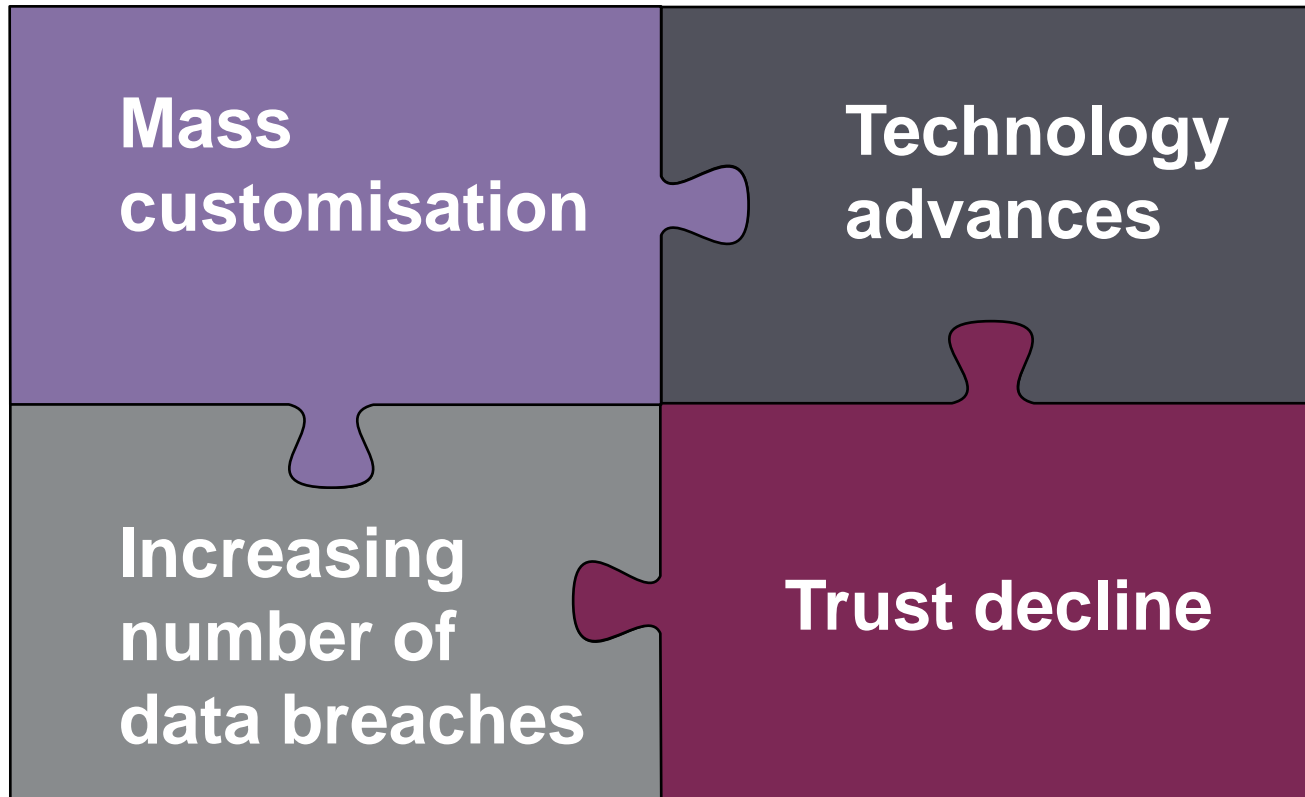
# My journey

The careers you will have in 10 - 15 years' from now don't exist today.



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# Why is privacy such a hot topic?





# Generative AI



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# Use cases are currently only limited by your imagination

TECHNOLOGY EXECUTIVE COUNCIL

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PUBLISHED SAT, APR 8 2023-10:00 AM EDT | UPDATED MON, APR 17 2023-1:23 AM EDT



Kevin Travers  
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NEWS 15 February 2023 2 min read

### Related people



David Wakeling  
Partner, Head of MG  
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### Press contacts

For media enquiries relating to this topic, please contact:

Allen & Overy (A&O), the leading international law firm, has broken new ground by integrating Harvey, the innovative artificial intelligence platform built on a version of Open AI's latest models enhanced for legal work, into its global practice. Harvey will empower more than 3,500 of A&O's lawyers across 43 offices operating in multiple languages with the ability to generate and access legal content with unmatched efficiency, quality and intelligence.



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# Unintended consequences?

## Costs of Generative AI

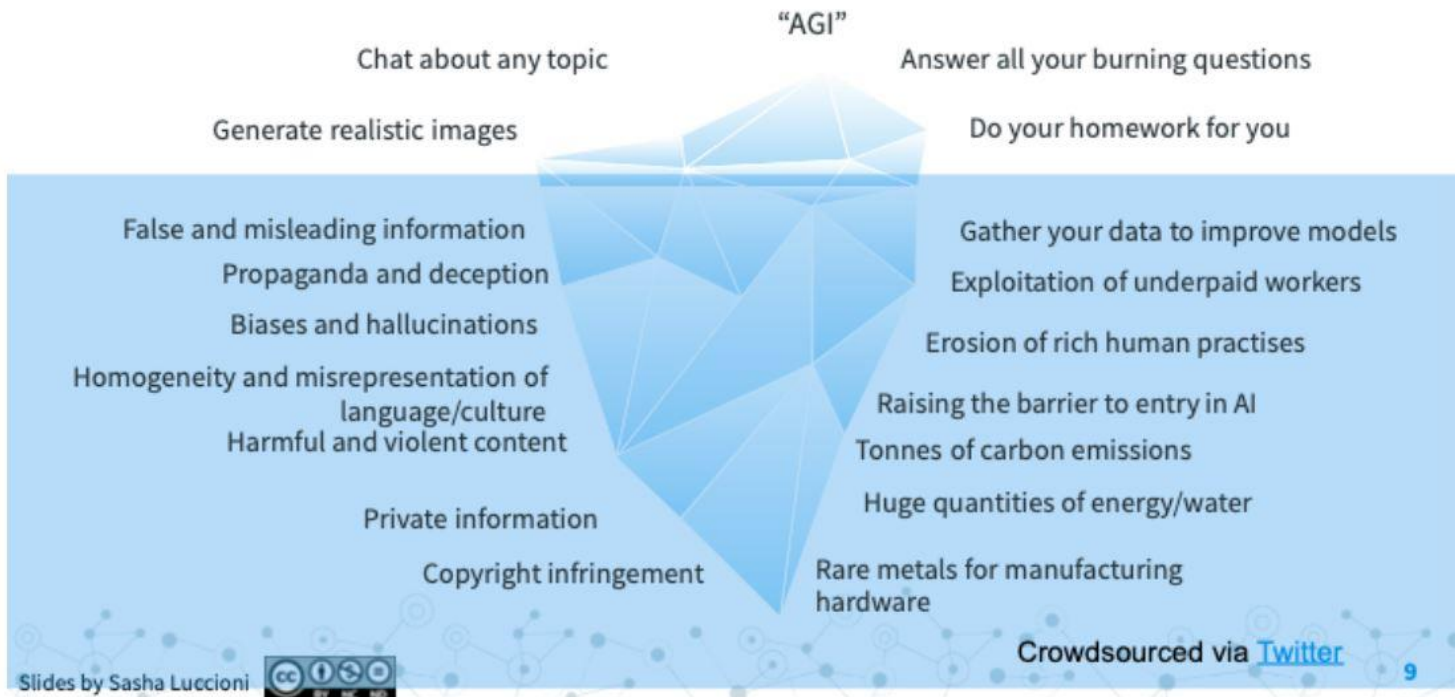


Figure 1: Credit: Sasha Luccioni



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# What does OpenAI say?

**Open AI Limitations:** “GPT–4 still has many known limitations that we are working to address, such as social biases, hallucinations, and adversarial prompts. We encourage and facilitate transparency, user education, and wider AI literacy as society adopts these models. We also aim to expand the avenues of input people have in shaping our models.”

“We spent 6 months making GPT-4 safer and more aligned. GPT-4 is 82% less likely to respond to requests for disallowed content and 40% more likely to produce factual responses than GPT-3.5 on our internal evaluations”



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# Input, output, governance

So, critical thinking skills are essential when deploying and using generative AI.

From a privacy perspective, I see three key categories of risks relating to:

- Data inputs into generative AI
- Data outputs from generative AI
- Governance





# Input risks

- Data used to train generative AI - scraped from the Internet
- Uses massive amounts of data
- Lack of transparency
- User prompt data used to further train generative AI?
- Data quality





## Output risks

- Garbage in – garbage out?
- Misinformation – disinformation?
- Sources?
- Is it factual, fake, plausible but not real?
- Incorporates and promulgates biases?
- People tend to believe machines over people



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# Governance risks

- Who is responsible if something bad happens?
- How do we allocate responsibility?
- How do we stop the proliferation of bad use cases?
- How do people get a say about what happens to their data?





**Limited controls  
in generative AI  
– much like the original cars**



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## Take aways

- Use safe environments to conduct testing – not the mass population
- Build in security and privacy by design (build the brakes!)
- Respect laws
  
- Don't believe everything you see or hear – apply your critical thinking skills
- Be open to the career that doesn't yet exist today



- [The AI Dilemma](#), presentation created by the Center for Humane Technology
- [Women in Security magazine – my career journey](#)
- [Parliamentary Inquiry to probe AI use in schools and higher education](#) - a framework to guide schools in harnessing AI tools to support teaching and learning is being drafted

**Disclaimer:** Generative AI was not used in this presentation as far as Privcore is aware.

