Guideline for Using Generative AI

Osotspa Public Company Limited and subsidiaries

Effective from 1 June 2024 onwards

Document Control

Prepared by	Reviewed by
(Anupas Siriwej) Head of Digital Service Excellence	(Pajaree Saengcum) Head of Supply Chain and Digital Technology
Reviewed by (Viwat Krisdhasima) Chief Supply Chain and Digital Officer	**Approved by** (Wannipa Bhakdibutr) Chief Executive Officer

1. Purpose

The purpose of this document is to establish guidelines for the responsible and ethical use of Generative Artificial Intelligence ("GenAI") technologies within Osotspa Public Company Limited ("Osotspa"). This guideline aims to ensure security, compliance, transparency, accountability, and fairness in GenAI-related activities undertaken by the organization.

2. Scope

The Guideline applies to all users (e.g., employees, contractors, consultants, temporaries, and other workers) who use GenAI tools in their professional roles.

3. Definitions

Generative AI (GenAI)	Technology that can generate human-like text, images, or other content based on input data. It utilizes machine learning algorithms to create new content that resembles or mimics human-created content. Examples include ChatGPT, Microsoft Copilot, Gemini and Midjourney.

4. Practical Guide

4.1 Understanding GenAI

1. Familiarize yourself with the capabilities and limitations of GenAI, such as text generation, summarization, image recognition and language translation. Understand the types of tasks it can assist with and when human judgment is still necessary.
2. Stay updated on any training resources provided by the company or GenAI platform to learn how to use GenAI effectively.

4.2 Risk Assessment

1. Before implementing GenAI in any project or task, conduct a risk assessment to identify potential risks and challenges associated with its use. Consider factors such as data privacy and security, accuracy of AI-generated outputs, potential biases, intellectual property, copyright, patent, trademark, and the impact on stakeholders.
2. Develop strategies to mitigate identified risks, such as implementing additional data privacy measures, validating AI-generated outputs with human review, or diversifying training data to reduce biases.

4.3 Data Privacy and Security

1. Do not input company data into GenAI services not approved by the company. Any exceptions must be discussed in advance with Digital Technology and approved by Function Head.
2. When possible, disable, opt-out, or do not opt-in to settings that share your data with GenAI provider in order to train the model.
3. Only use GenAI with data that you are authorized to access and that is necessary for the task at hand, following Information Security policy and procedures for handling company data appropriately.

4. Report any suspected security breaches or unauthorized access to data used by GenAI immediately to cybersecuirty@osotspa.com

Example: An employee in the marketing department uses her own GenAI account to generate a summary of recent industry trends from publicly available reports to inform a strategy meeting. However, the employee must ensure that no company data is input into the GenAI tool and must transition to using company-provided GenAI services if any company data needs to be analyzed.

4.4 Legal Compliance

1. Ensure that your usage of GenAI complies with all relevant laws and regulations, including those related to data protection, privacy, and intellectual property.

2. Seek guidance from legal or compliance experts if you have any questions or concerns about the legality or appropriateness of using AI-generated content for specific business purposes.

Example: Before using GenAI to analyze personal data, consult with the Legal department to ensure that your usage complies with relevant regulations such as PDPA. This may involve obtaining consent from individuals whose data will be analyzed or implementing additional security measures to protect sensitive information.

4.5 Ethical Usage

1. Avoid relying solely on AI-generated content without human oversight.

2. Avoid using GenAI to create deceptive or misleading content, and ensure that all generated content is accurate, truthful, and compliant with relevant regulations and guidelines.

3. Be mindful of potential biases in the data or algorithms used by GenAI and take steps to mitigate them.

Example 1: When using GenAI to automate customer support responses, have a human review the responses before sending them to customers. This ensures that the responses are accurate, empathetic, and culturally sensitive, mitigating the risk of unintended harm or offense.

Example 2: When using GenAI to draft product descriptions for an e-commerce website, make sure the content accurately represents the features and benefits of the products. Avoid exaggerations or false claims that could mislead potential customers and lead to dissatisfaction or legal issues.

Example 3: When using GenAI to analyze customer feedback to improve product development. It is crucial to recognize that biases in the training data or algorithms could skew the analysis. Implement measures such as diversifying training data sources and regularly auditing AI outputs to identify and address biases.

4.6 Accountability

1. Take responsibility for the outcomes of your use of GenAI. If you notice any errors or inaccuracies, report them to the appropriate support channels.

2. Review and edit content generated by GenAI as needed to tailor it to your specific audience, context, and objectives, and be prepared to explain or justify any decisions made regarding the use of AI-generated content.

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Example: If you notice that GenAI is consistently providing inaccurate results, report this to the IT department or the team responsible for maintaining the technology or GenAI provider. By bringing attention to these issues, you can help ensure that GenAI is continuously improved and updated.

4.7 Transparency

1. Be transparent about the involvement of AI technology in your work, disclosing it and clearly communicate to relevant stakeholders.
2. Provide context about the capabilities and limitations of GenAI, including any potential biases or uncertainties associated with its outputs.

Example: When presenting a report to clients that includes insights generated by GenAI, openly disclose the use of AI technology in the analysis. Provide a brief explanation of how the technology was used and emphasize that human expertise was involved in interpreting the results. This transparency builds trust with clients and demonstrates integrity in your work.

4.8 Feedback and Continuous Improvement

1. Provide feedback to the relevant teams about your experiences using GenAI, including any suggestions for improvement or concerns from stakeholders.
2. Stay informed about updates or changes to GenAI and adapt your usage accordingly as appropriate.

4.9 User Empowerment

1. Educate yourself and your team about the capabilities and limitations of Gen AI to ensure you can make knowledgeable choices to use it effectively and securely in your work.
2. Advocate for the responsible and ethical use of GenAI within your team and the company as a whole, ensuring adherence to the provided guidelines.

By following these guidelines, you can contribute to the responsible and effective use of GenAI within Osotspa. If you have any questions or concerns about using GenAI, do not hesitate to reach out to your supervisor, manager or itservice@osotspa.com for assistance.

5. Related Policies and Guidelines

- Code of Conduct
- Information Security Policy
- Information Safeguarding Guideline
- Guideline on Appropriate Use of Information Technology Resources
- Personal Data Protection Policy

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6. Revision History

Revision	Approval Date	Effective Date	Comment
00	29-May-24	01-Jun-24	Initial release