

Generative Artificial Intelligence (GenAI) Guidance and Rules* (Page 1 of 2)



Become familiar with AI-powered technology and the impact on your field of work.

- # Take advantage of the numerous AI and genAI **continuous-learning and upskilling resources** available in [IT Academy](#).
- # Exchange with colleagues about genAI at [genAI Teams community](#).



Only use Bayer-approved tools with business data and for business-related purposes.

- # The tools can only be used with **information classifications** for which they have been **approved**. Refer to [Bayer's Information Classification](#) to clarify Internal, Restricted, and Secret data if needed.
- # More information on GitHub Copilot, Microsoft Copilot, and myGenAssist can be found in the subchannels of the genAI Teams Community. For more information on approved tools, ask your question via generativeai@bayer.com.



Follow best practices regarding the use of genAI-generated content.

- # **Be transparent that a genAI tool was used in your work** (e.g. watermark image). Transparency is widely recognized as a critical aspect of responsibly using AI.
- # **Use genAI tools as assistance** and thus, in particular for text, as a source of inspiration that would require editing of output for your specific needs.



Utilize your right to disable or “opt out” of AI-based meeting tools.

- # When participating in online meetings with external partners, **be aware of tools** (e.g. read.ai) that record and summarize meetings and/or evaluate participants' sentiment.



Rules for the appropriate and safe use of genAI in text, images, audio, voice, and video with Bayer-approved tools.

- 1. For external tools: Do not enter personal data nor use any personal data provided as output.** Personal data includes any kind of information (e.g., name, image, voice) relating to an identifiable natural person, including pseudonymized information. In case the use of an external tool is required for a specific business purpose, reach out to the data privacy via [go/LPC-platform](#).

For internal tools: Follow rules on second page.
- 2. Only use classified or restricted data (e.g. controlled or licensed data)** that is **specifically approved** for the genAI tool. Uncontrolled use in compliance-relevant processes (e.g. GxP and GISC) is prohibited. In general, compliance-relevant data may be used on a risk-based approach after mandatory consultation with Quality Assurance ([IT Quality Community](#)).
- 3. Do not enter, refer to, or imitate brands, logos, or copyrighted works** in your prompts. To generate media that is consistent with the Bayer brand, refer to Bayer's [image guidelines](#) and [video guidelines](#).
- 4. Do not use material potentially protected by personality rights** in your prompt. For example, don't upload images of, refer to, or attempt to replicate the work of another artist, well-known individual, or any real person.
- 5. Critically assess output to the best of your knowledge** to uphold ethical standards. Ensure no damaging stereotypes, potential biases, factually inaccurate information, pre-existing works, brands, logos, people, or designs are included.
- 6. Do not use output** as the sole basis for **critical decisions** or as a substitute for subject matter expert advice.

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Data Privacy Rules for internal Bayer AI systems that do not use data to train the AI model (e.g., myGenAssist, Microsoft Copilot)

- # Personal data **can be used without a prior data privacy assessment** if the:
 - # AI system is used to support an **existing business purpose or activity** for which the personal data is **already used**, *and*
 - # Results **do not have any direct consequences** for the individuals involved without a **prior human decision**.
- # Use **extra caution** with **AI results containing personal data** as they may be inaccurate.
- # **Obtain a prior data privacy assessment** when using AI for **HR-related purposes** as it may create privacy risks for individuals. Visit [go/LPC-platform](#).
- # **NOTE:** Alignment with regional Workers Councils may be required.



Examples of Potential AI Use Cases

- # Examples where prior data privacy assessment is **generally not required**:
 - # Summarizing documents that contain names
 - # Analyzing pseudonymized clinical study data for purposes of the study
- # Examples where **prior data privacy assessment is required**:
 - # Evaluating employee performance
 - # Training AI with personal data
 - # Using personal data for new business purposes or activities that were not previously possible without the AI system
- # In case **of uncertainties or for data-privacy assessments**, contact the data privacy organization via [go/LPC-platform](#).

General:

! Stay informed about changes to this guidance. Disregard for these rules may result in the enforcement of appropriate consequences to ensure the well-being of Bayer. Further legal information can be found via [go/LegalAI](#)