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*Cam Shilling founded McLane Middleton's Cybersecurity and Privacy Group in 2009. His expertise includes managing information privacy, security and AI assessments under domestic and international laws and regulations, preparing and implementing written policies, delivering workforce trainings, addressing day-to-day cybersecurity, privacy and AI issues, investigating and remediating incidents and breaches, and defending against governmental audits and consumer and class action lawsuits.*

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## Outline of Presentation

- **Dominant Business Uses of AI**
- **Business Process to Integrate AI**
- **Legal and Operational Principles**
- **Prohibited and Restricted Uses**



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## Dominant Business Uses of AI

- **Functions**
  - **Aggregate massive volumes of data**
  - **Summarize data using different variables**
  - **Analyze content of and patterns within data**
  - **Predict likely outcomes from dataset**
  - **Generate novel content based on prompts**
- **Generative AI**
  - **Writing: ChatGPT, Gemini, Copilot, ...**
  - **Audio: Eleven Labs, MurfAI, Synthesia, Speechify, ...**
  - **Video/Photo/Graphic: Adobe, DaVinci, Luma, Midjourney, ...**



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## Dominant Business Uses of AI

### ▪ AI Integrated into Business Applications

- ✓ Sales/Marketing: Salesforce, Hubspot, Monday, Zoho, ...
- ✓ Customer Service: FreshDesk, Help Scout, Kustomer, ZenDesk, ...
- ✓ Financial/Accounting: Freshbooks, QuickBooks, Xero, ...
- ✓ ERPs: Acumatica, Epicor, NetSuite, Oracle, SAP, Sage, ...
- ✓ Engineering/Development: AutoCAD, Autodesk, Solidworks, ...
- ✓ Human Resources: ADP, Paychex, Paylocity, Workday, Zenefits, ...
- ✓ IT HelpDesk: Connectwise, ManageEngine, SysAid, ZenDesk, ...



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## Business Process to Integrate AI

- Governance Team:
  - ✓ C-level(s), progressives, IT, business managers, and financial
  - ✓ Curiosity → Commitment → Investment → Advancement
- Identify existing and potential AI tools and uses of AI
- License AI tools and establish testing environment(s)
- Recruit and train employees for testing and prototyping
- Test AI tools using non-production data and scenarios
- Prototype using controlled production environment
- Implement using legal and operational principles



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## Legal and Operational Principles

- |                             |                        |
|-----------------------------|------------------------|
| 1. Ownership/Control        | 8. Human Control       |
| 2. Confidentiality/Security | 9. Data Integrity      |
| 3. AI Use Policy            | 10. Auditing           |
| 4. AI Use Assessment(s)     | 11. Privacy Compliance |
| 5. Access Limitations       | 12. Transparency       |
| 6. Employee Training        | 13. Vendor management  |
| 7. Activity Monitoring      | 14. No Prohibited Use  |



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## Restricted and Prohibited Uses

- **Restricted Uses (Existing or Likely)**
  - ✓ **Biometrics/Surveillance:** facial/biometrics, except individualized ID
  - ✓ **Automated Decision-Making:** Consumers, employees, students, ...
  - ✓ **HR:** recruitment, hiring, placements, and performance eval
  - ✓ **Education:** admissions, placement, educating, performance eval
  - ✓ **Sensitive PI:** children, health, biometrics, sexual identity, geolocation, race/ethnic origin, citizenship/immigration, politics, and religion
  - ✓ **Safety:** infrastructure for energy, utility, communications, IT, ...
  - ✓ **Manufacturing:** engineering and product design and testing



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## Restricted and Prohibited Uses

### ■ Prohibited Uses (Legal or Practical)

- ✓ **Manipulation:** attempts to influence behavior or decision-making
- ✓ **Categorization/Discrimination:** use of biometrics, prohibited characteristics, or social, community, family, etc. activities
- ✓ **Health/Medical:** identification of physical or mental health issues
- ✓ **Predatory Marketing:** Internet scrapping and unsolicited marketing
- ✓ **Cheating:** dishonesty and lack of transparency of AI use
- ✓ **Deep Fakes:** intentional dissemination of false information
- ✓ **Hacking:** unauthorized access and other disruptive conduct
- ✓ **Illegal, unlawful and other legally unsavory conduct**
- ✓ **Harmful:** conduct that is harmful to individuals or the business



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## AI Implementation

*Questions?*



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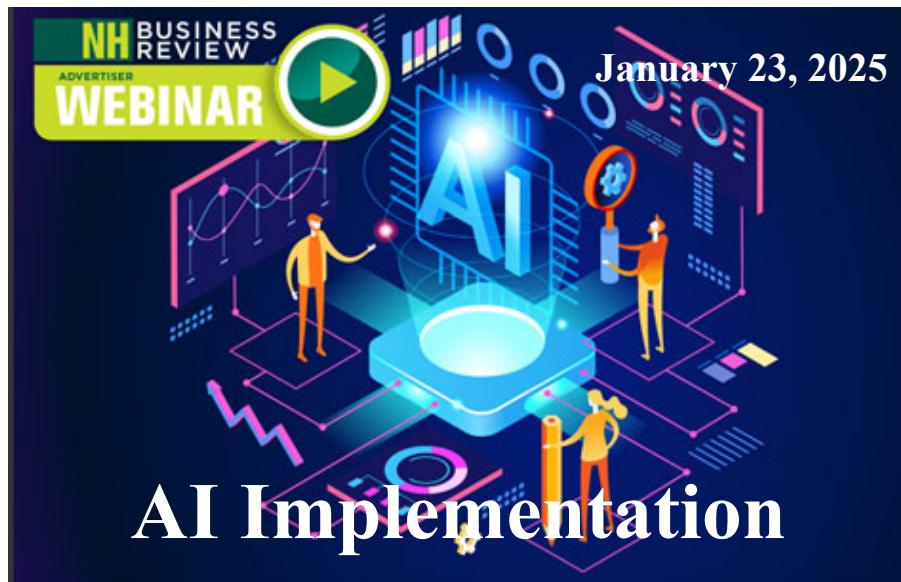




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