

Ethical Considerations in Using ChatGPT

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The Association of
Accountants and
Financial Professionals
in Business

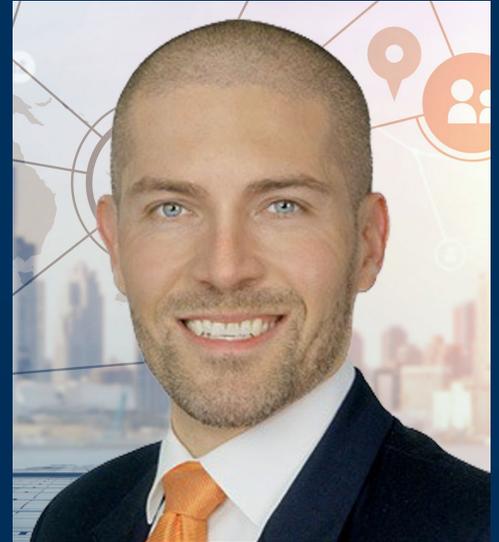
Featured Presenter

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Learning Objectives

- Identify the ethical considerations involved in using ChatGPT
- Understand the risks of bias and safety associated with ChatGPT
- Develop best practices for using ChatGPT ethically
- Apply these best practices at work



ChatGPT Transparency Disclosure

- Portions of this presentation were created initially through utilizing Ai.
- Content created by Ai was thoroughly reviewed, edited, and updated where appropriate by the author



Poll Question 1:

How familiar are you with ChatGPT?

- a. No knowledge/experience – I am just starting to learn
- b. Limited understanding – I have at least used once
- c. Competent – I am using somewhat regularly
- d. Expert – I am using daily and continue to innovate

Poll Question 1 Results:

OVERVIEW OF ETHICAL CONSIDERATIONS

PRIVACY

- ChatGPT can collect and store a significant amount of data about users.
- It is important to be transparent about how this data is being collected and used.



BIAS



ChatGPT can be biased in its responses.



It is important to be aware of this bias and take steps to mitigate it.

SAFETY



CHATGPT CAN BE USED TO
GENERATE HARMFUL OR
OFFENSIVE CONTENT.



IT IS IMPORTANT TO PUT
SAFEGUARDS IN PLACE TO PREVENT
THIS FROM HAPPENING.

OVERVIEW OF BIAS AND SAFTETY RISKS

BIAS RISK



ChatGPT can be biased in its responses due to the data it is trained on.

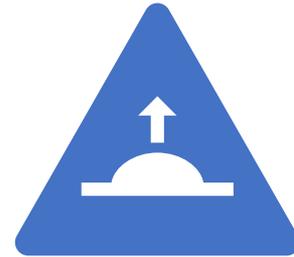


This bias can manifest in a variety of ways, such as ChatGPT being more likely to generate responses that are offensive to certain groups of people.

SAFETY RISK



ChatGPT can be used to generate harmful or offensive content. This can happen intentionally, such as when someone uses ChatGPT to create fake news or propaganda.



It can also happen unintentionally, such as when ChatGPT generates a response that is offensive to someone without realizing it.

Poll Question 2:

What is the current stage of implementation of ChatGPT at your company?

- a. Not yet using, no plan
- b. Not yet using, plan to implement is being developed
- c. Implementation in process in certain limited areas
- d. Implementation in process in many areas
- e. Extensive implementation across all departments

Poll Question 2 Results:

BEST PRACTICES FOR USING CHATGPT ETHICALLY

MITIGATING BIAS



There are a number of steps that can be taken to mitigate bias in ChatGPT responses.



These steps include using a diverse dataset to train ChatGPT, using bias detection tools, and manually reviewing ChatGPT responses.





MITIGATING SAFETY RISKS



THERE ARE NUMEROUS STEPS THAT CAN BE TAKEN TO MITIGATE THE RISK OF CHATGPT BEING USED TO GENERATE HARMFUL OR OFFENSIVE CONTENT.



EXAMPLES INCLUDE USING A CONTENT FILTER, SETTING CLEAR GUIDELINES FOR HOW CHATGPT CAN BE USED, AND MONITORING CHATGPT RESPONSES FOR POTENTIAL PROBLEMS.

Poll Question 3:

What do you consider as the biggest risk to using ChatGPT?

- a. Bias
- b. Safety
- c. Other

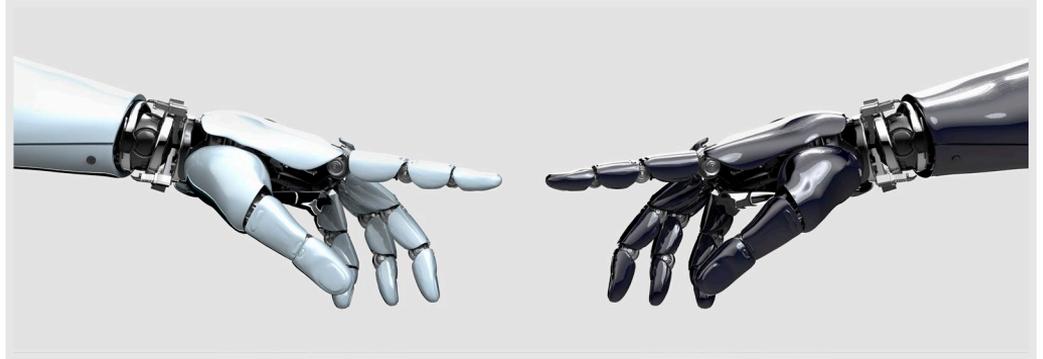
Poll Question 3 Results:



APPLYING BEST PRACTICES IN YOUR ACCOUNTING AND FINANCE DEPARTMENT

Examples of ChatGPT usage

1. Drafting policies
 - Accounting
 - Controls
2. Analyzing contracts
3. Assessing workflows





What is the
Greatest Ethics
Guidance
Resource for
Professionals
ever
created????

IMA's Statement of Ethical Professional Practice ('SEPP')

Principles

IMA's overarching ethical principles include: Honesty, Fairness, Objectivity, and Responsibility. Members shall act in accordance with these principles and shall encourage others within their organizations to adhere to them.

Standards

IMA members have a responsibility to comply with and uphold the standards of Competence, Confidentiality, Integrity, and Credibility. Failure to comply may result in disciplinary action.

I. COMPETENCE

1. Maintain an appropriate level of professional leadership and expertise by enhancing knowledge and skills.
2. Perform professional duties in accordance with relevant laws, regulations, and technical standards.
3. Provide decision support information and recommendations that are accurate, clear, concise, and timely. Recognize and help manage risk.

II. CONFIDENTIALITY

1. Keep information confidential except when disclosure is authorized or legally required.
2. Inform all relevant parties regarding appropriate use of confidential information. Monitor to ensure compliance.
3. Refrain from using confidential information for unethical or illegal advantage.

III. INTEGRITY

1. Mitigate actual conflicts of interest. Regularly communicate with business associates to avoid apparent conflicts of interest. Advise all parties of any potential conflicts of interest.
2. Refrain from engaging in any conduct that would prejudice carrying out duties ethically.
3. Abstain from engaging in or supporting any activity that might discredit the profession.
4. Contribute to a positive ethical culture and place integrity of the profession above personal interests.

IV. CREDIBILITY

1. Communicate information fairly and objectively.
2. Provide all relevant information that could reasonably be expected to influence an intended user's understanding of the reports, analyses, or recommendations.
3. Report any delays or deficiencies in information, timeliness, processing, or internal controls in conformance with organization policy and/or applicable law.
4. Communicate professional limitations or other constraints that would preclude responsible judgment or successful performance of an activity.

ENSURE CREDIBILITY

- Be aware of the limitations of ChatGPT. ChatGPT is a powerful language model, but it is not perfect. It can be biased, inaccurate, and even offensive.
- Use ChatGPT for the right purposes. ChatGPT is not a replacement for human judgment. It is best used for tasks that are not critical or sensitive, such as generating creative text formats or summarizing factual topics.
- Critically evaluate ChatGPT outputs. Do not take ChatGPT outputs at face value. Always critically evaluate the information that ChatGPT generates and compare it to other sources.
- Be transparent about the use of ChatGPT. If you are using ChatGPT to generate content, be sure to disclose this to your users.

ENSURE CREDIBILITY (continued)

- Use clear and concise prompts. The more specific your prompts are, the more likely ChatGPT is to generate accurate and relevant outputs.
- Provide ChatGPT with a diverse dataset to train on. This will help to reduce bias in ChatGPT's responses.
- Use a content filter to remove harmful or offensive content. This will help to ensure that ChatGPT outputs are safe and appropriate for all users.
- Monitor ChatGPT outputs for potential problems. If you notice any problems with ChatGPT's outputs, such as bias or inaccuracy, report them to the developers so that they can be fixed.

Resolving Ethical Issues

In applying the Standards of Ethical Professional Practice, the member may encounter unethical issues or behavior. In these situations, the member should not ignore them, but rather should actively seek resolution of the issue. In determining which steps to follow, the member should consider all risks involved and whether protections exist against retaliation.

When faced with unethical issues, the member should follow the established policies of his or her organization, including use of an anonymous reporting system if available.

If the organization does not have established policies, the member should consider the following courses of action:

- The resolution process could include a discussion with the member's immediate supervisor. If the supervisor appears to be involved, the issue could be presented to the next level of management.
- IMA offers an anonymous helpline that the member may call to request how key elements of the *IMA Statement of Ethical Professional Practice* could be applied to the ethical issue.
- The member should consider consulting his or her own attorney to learn of any legal obligations, rights, and risks concerning the issue.

If resolution efforts are not successful, the member may wish to consider disassociating from the organization.



Poll Question 4:

What can IMA do to continue to support you as a member in the area of Ethics?

- a. More on demand trainings – webinars, courses, etc.
- b. Live events – chapter/regional meetings
- c. Additional thought leadership – articles, case studies
- d. More personalized content – global / cultural enhancements

Poll Question 4 Results:



It is our responsibility as IMA members to enhance our workplace by leveraging technology in the most ethical manner possible.

Gerald Ratigan – IMA Global Board Member

Questions and Answers

**Gerald Ratigan, MBA, CMA, CSCA, CPA,
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Thank you!



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