



Maximise efficiency with CLA's new Generative AI licence permissions

Professionals are increasingly using Generative AI (GAI) tools at work, with a significant number using copies of published content in prompts to maximise:



Efficiency



Creativity



Innovation

CLA has updated and extended its corporate and public sector licences to allow the lawful copying and inclusion of published content to prompt permitted GAI tools to generate outputs.*

Examples of where professionals might make copies from published content – such as articles, industry reports, research papers, market research or book excerpts – for prompting GAI tools include:



Summarising



Refining



Analysing



Collating



Content creation

With these new permissions, outputs from these prompts can be used for internal purposes such as in presentations, meetings and briefings, staff training, internal comms, and reports.

Professionals are also permitted to use GAI outputs for certain external uses, such as:

- ✓ By an internal communications team to help with writing a news release about a new product, to go on company website
- ✓ By an internal communications team to summarise press coverage of a new product, to send to external partners
- ✓ To share summaries of articles with collaboration partners on an ad hoc basis by email
- ✓ To publish a white paper which comprises new AI-generated text generated by prompting a GAI tool with extracts of published works, with citation of the original source
- ✓ To supply GAI outputs to any regulatory authority in the UK for regulatory or marketing approval or as part of the filing of a patent application

Use cases:



Healthcare

Doctors and medical researchers use GAI tools to summarise medical research papers, helping them stay up to date with the latest research and make informed decisions about patient care.



Legal

Lawyers use GAI tools to summarise court cases, legislation, legal and technical publications, helping them quickly understand the key points of a case, identify relevant laws and precedents, and prepare for court proceedings.



Finance

Financial analysts use GAI tools to summarise financial reports and journalism, market research, and economic data, helping them make informed investment decisions, understand market trends, and provide advice to clients.



Human Resources (HR)

HR professionals use GAI tools to explore data related to employee engagement, turnover rates, or diversity metrics, helping by summarising research findings or industry reports.



Marketing, PR and Media Monitoring

Media professionals use GAI tools to summarise news and media articles, and market research, helping them understand customer needs, identify market trends, and provide an effective service for their customers.



Journalism

Journalists use GAI tools to summarise news articles and other publications. This helps them quickly understand key points of a story and identify events and trends.

Key considerations:

- The licence only covers the use of versions of GAI tools that do not use prompts for training or fine-tuning the underlying model
- Licensed content and GAI outputs may not be used for the purposes of training or fine-tuning GAI tools
- GAI outputs cannot form part of your organisation's products or services
- GAI outputs must not be used as a substitute for original creative work
- GAI outputs must not compete with published works
- GAI outputs used externally must not incorporate a substantial part of the original prompt
- GAI outputs must not be systematically indexed or stored in a library, database, archive or similar resource
- Images may only be used as prompts if they are part of the published work, such as an article, chapter, or report
- GAI outputs used externally must cite or reference the published content used as a prompt. This could be in the form of a written citation, or a hyperlink to the original content, for example.

Further Information

Please contact CLA Customer Services: **Tel** 020 7400 3126 **Email** cs@cla.co.uk

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