

AIDAMASK

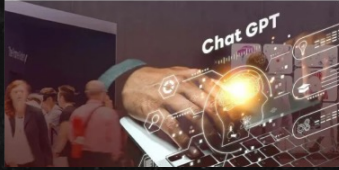
Generative AI loved by your DPO 🥰

Generative AI is a
powerful technology,
with one **major flaw...**

JPMorgan Joins Other Companies in Banning ChatGPT



Oops: Samsung Employees Leaked Confidential Data to ChatGPT



AI: il Garante blocca Chat GPT. Raccolta illecita di dati personali.



Microsoft AI researchers accidentally exposed terabytes of internal sensitive data



ChatGPT-maker OpenAI accused of string of data protection breaches in GDPR complaint filed by privacy researcher

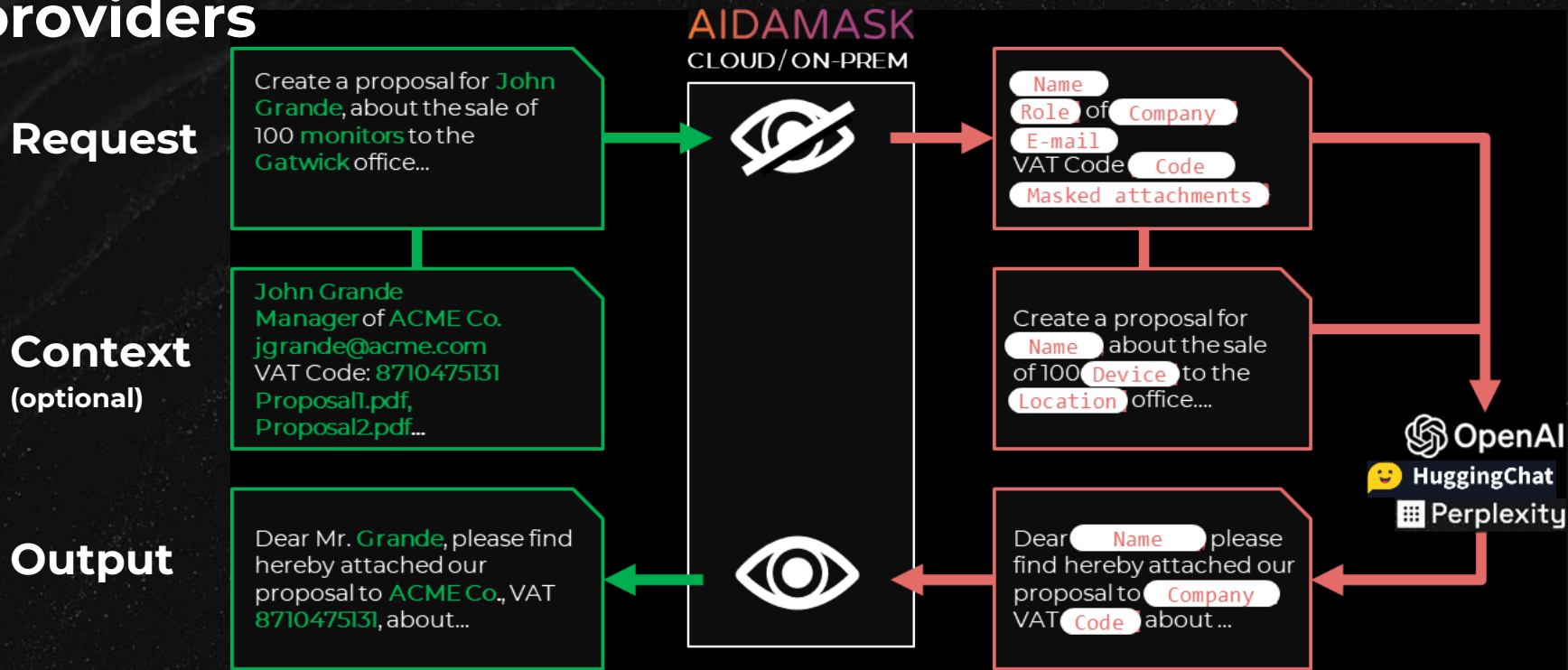


Microsoft briefly restricted employee access to OpenAI's ChatGPT, citing security concerns



Data protection.

We use our proprietary Generative AI to remove sensitive data from queries to third-party AI providers



Impact

Person names

Physical addresses

E-mail addresses

Dates

Organization names

Phone numbers

Fiscal codes

Bank accounts ID

Money^(experimental)

More than
– 97%
Liability Risk
Reduction*

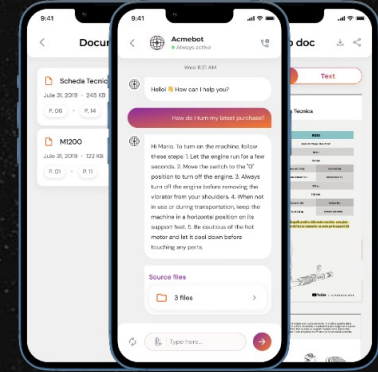
*On typical GDPR assessments (DPIA)

Applications

EXAMPLES NEXT

SAAS PRODUCTS

- **GptMask:** ChatGPT available to employees with additional data protection
- **DocuMask:** Data-augmented (masked) chatbots answering based on proprietary knowledge (e.g., FAQ, manuals, processes, etc.)



PROOF OF CONCEPTS

- Integration of Safe AI into existing flows (customer center, HR, ...)
- On-premises anonymization engine (zero-trust security AI)
- Data lake masking to train own models on sanitized data

```
1
2
3 @staticmethod
4 def query_gpt_35_turbo(query) :
5     response = openai.ChatCompletion.create (
6         model = "gpt-3.5-turbo",
7         messages=[
8             {"role": "system", "content":
9                 "You are a helpful assistant!"},
10            {"role": "user", "content": query}
11        ]
12    )
13    return response.choices[0].message.content
14
15
```

Standardized report generation on personal notes



HR Specialist interviewing remotely a candidate



Unstructured notes are taken while chatting



Safe generation of standardized report with AI

Customer care: Summarization of conversations



Real customer care agents
chatting with a customer

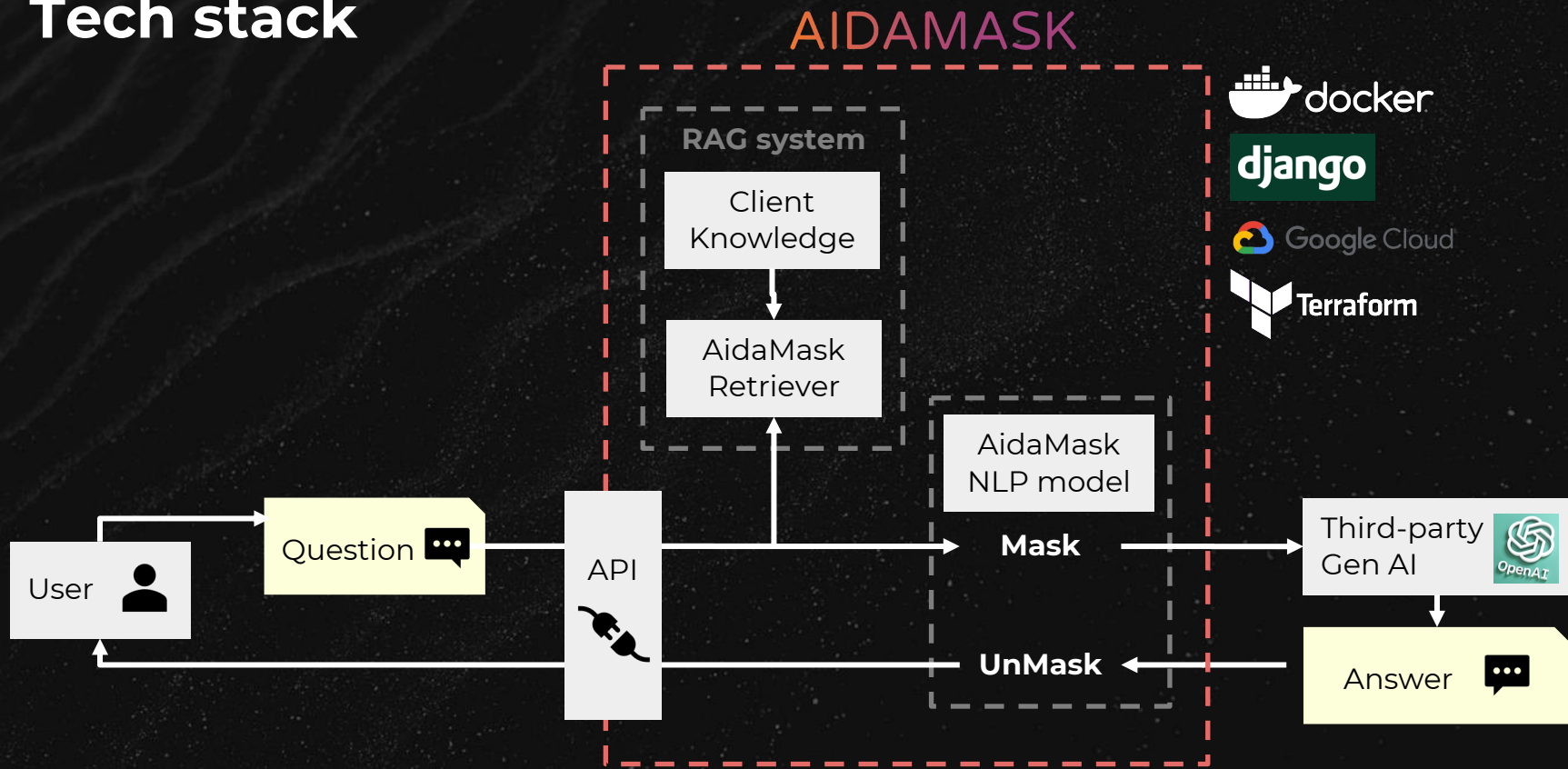


Full conversation available
at the end of the interaction



GenAI summary protecting
sensitive data shared

Tech stack



Solid experience on business building and deep-tech



Andrea Giannuzzi
CEO

McKinsey
& Company
8+ yrs early stage
startup building

**Early stage
start-up**
2 yrs




Alex Redaelli
CTO 

25+ yrs experience
on DeepTech and
start-up




Marco Di Giovanni
Data Scientist 



Federico Gelmetti
Full-stack developer 



Pierpaolo Mancini
Front-end developer 

**Additional FoolFarm cross-projects support on
Design, Marketing, Finance, Funding and Legal**

AIDAMASK

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