

Guru's AI Data Privacy and Security Guide

Harnessing AI: How intelligent automation fuels business growth and creates competitive advantage

Guru's AI-powered platform transforms how organizations create, discover, and share knowledge. Guru streamlines content creation, unlocks information across repositories, identifies knowledge gaps and experts, and delivers contextual content within everyday work apps. Key features include:

- [Answers](#), powered by generative AI, provides an inclusive search experience across your team's apps, chats, and docs, delivering accurate information with sources, saving time by eliminating the need to search for answers.
- [AI Assist](#) streamlines knowledge capture by summarizing and enhancing new documentation, and uses generative AI to create content, reducing the effort required.
- [Suggested Answers in Slack](#) enables Guru to auto-respond in Slack with trusted answers, saving time for employees and experts.
- [The browser extension](#) enhances cross-app search and reduces context-switching by allowing users to access information in the web page they're already working in.
- [Knowledge Triggers](#) push relevant info based on keywords when they visit specific web pages, giving workers crucial information before they even know they need it.

Addressing AI concerns: How Guru ensures data security and privacy

	Outcome if AI is used	Potential concern	How Guru mitigates this concern
Data privacy and security	AI can enhance data privacy and security through robust encryption and access control.	There are risks of unauthorized access to sensitive data, potential leaks during processing, and exploitation of AI vulnerabilities to manipulate or steal information.	Login requires SSO. Thorough assessments of data privacy and security compliance are conducted. Guru maintains the highest standards of digital data security and protection. (Source) Data is never retained by or used to train third-party LLMs. Each team's AI model is unique and privately trained based on only that team's data and interactions. (Source)

Quality of AI output and recommendations	AI features route users to relevant content, reducing search fatigue and duplication. As usage grows, accuracy improves.	Inaccurate or irrelevant recommendations are possible if the content is incomplete or outdated, potentially leading to poor decisions and system distrust.	Monitor questions and Answers; train the AI model by removing outdated info and flagged Answers. Establish accountability for content maintenance in SE roles.
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Additional security questions

What are the details of the AI model, including its ownership and development and its storage location?

Guru utilizes OpenAI's GPT capabilities through their public API. When using the Answers feature, Guru conducts keyword searches on accessible data sources, such as Guru Cards, internal documents, and chats, and presents the top three relevant artifacts. By filtering within Guru first and then sending the selected content to OpenAI, only the text from those specific sources is transmitted. OpenAI automatically deletes the data submitted through AI features and the corresponding output immediately, ensuring zero-data retention, and does not use it for any other purposes, such as training large language models. ([Source](#)) The data is processed and stored by the same systems that handle all other Guru data, and Guru adheres to the existing security policies, standards, and procedures outlined in its [Terms of Service](#).

Who can interact with and utilize Guru's AI model?

Guru's Answers feature is controlled at the workspace level, allowing all users to ask questions and receive suggested Answers through the Guru web app, Chrome Extension, and Slack when the feature is enabled. When connecting external data sources, administrators determine which Guru group will have access to the specified source. Workspace admins have visibility into all questions asked and suggested Answers provided. Users without a Guru license will not receive suggested Answers in Slack. ([Source](#))

How is the model improved to ensure reliability?

As part of the Answers feature, workspace admins, Collection owners, and authors can access all team members' questions and suggested Answers within the AI Training Center in the Guru web app. This interface's purpose is to train the AI model and allow it to continuously improve over time. It displays the content of the question and Answer alongside the sources Guru referenced, making it easy for you to quickly identify outdated information or flagged Answers

and follow up on the source from where the information was obtained. This audit helps improve Guru's suggested Answers over time. ([Source](#)) Once outdated or incorrect content is found, it can be remedied by forwarding a question to an SME for the inaccuracies to be revised.

From where is data gathered and how, and who has access to it? How is the data stored and for how long is it retained?

Guru customer data is never used to train any sort of third-party LLM, and it is never stored in any LLM. Guru's infrastructure is hosted exclusively by Amazon Web Services (AWS), and all data in transit and at rest is encrypted using the most up-to-date protocols (specifically TLS V1.2 and AES-256). ([Source](#)) The Guru Chrome Extension will be configured to inspect specific web applications and utilize content on the web pages to make suggestions. The content of the specific web page is passed to Guru's AI models in AWS for storage and prediction analysis. ([Source](#))

What are the details regarding the AI model's output, including its expected quality, validation process, storage location, access control, and utilization by various users?

The AI Training Center is visible to all users and displays the questions they have personally asked, Answers that reference Cards they're the verifier of, and questions they've been assigned within the last 90 days. Workspace admins have additional access to Answers analytics which displays all questions and Answers Guru has processed within the last 90 days. ([Source](#)) Guru's verification system is a critical workflow that connects documented company knowledge with experts within the company to ensure that information is accurate and does not go stale over time. Answers leverages this verified knowledge when providing Answers to questions and includes clear sources of exactly what information was used to answer a question. ([Source](#))