Keep Business Data Private in AI Tools

THE BIG IDEA

Sharing a chat or document from an AI tool can publish it to the open internet. Know what you shared, turn it private, and think before you paste customer details in.

Part 1: What can go public

It is easy to miss. Search engines can find it.

01 **A "share" link can be a public page.**
In the video, AI chats and documents that people had shared showed up in search results for anyone to open. Sharing is publishing.

02 **Real business work showed up.**
The demo found a restaurant's financial analysis and a finance company's audit results, named and with numbers.

03 **The risk lands on your customers.**
The person who shared it took the risk. The client whose name and numbers were in it paid for it.

04 **Old shares stay public.**
Fixing your habits going forward does nothing about links you already created. Those need to be changed one by one.

Part 2: How to lock it down

About 30 seconds in the tool, per the video.

01 **Open your AI tool's privacy settings.**
Look for anything called shared chats, shared links, or published pages. Every tool names it a little differently.

02 **Set shared items to private.**
Switch each shared item to private, or delete the link. Do this for everything already shared.

03 **Check what the tool remembers.**
Many AI tools have a memory setting. Turn off anything you don't want stored. Memory and sharing are separate settings.

04 **Keep customer details out of chats.**
Use first names or "Customer A" instead of names, addresses, and exact numbers whenever you can.

05 **Send a file, not a public link.**
To share AI work with a client, copy it into a document or PDF and send it directly.

> "Set visibility to private."
>
> Marc Cleroux

DO THIS WEEK

- ☐ Open the privacy settings in each AI tool you use and set shared items to private.
- ☐ Look through your past shared links and delete any with customer or money details.
- ☐ Tell your team: no customer names, addresses, or account numbers in AI chats.

Ask before sharing: Would I post this on a billboard with my customer's name on it?

Source: Marc Cleroux, *Instagram*, "Everybody can see all your dirty secrets unless you do this..."