



Artificial Intelligence Tools and Thoughtful Implementation and Use

University of Texas Technology Law Conference – May 24, 2024

Mark McCreary, CIPP/US, CIPP/E, CIPT

Partner, Chief AI &
Information Security Officer

Fox
Rothschild

© 2024 Fox Rothschild LLP

1

Don't Stop Listening Just Because this is Exciting Stuff!

- We will discuss: what is AI and how you can use AI tools in your business
- That use has very specific guardrails around it
- These AI tools, and the guidance and rules around, will be fluid for some time



2
Fox
Rothschild

2

Artificial Intelligence

"The development of AI is as fundamental as the creation of the microprocessor, the personal computer, the internet, and the mobile phone. It will change the way people work, learn, travel, get healthcare, and communicate with each other. Entire industries will reorient around it. Businesses will distinguish themselves by how well they use it."

-Bill Gates, Co-Founder of Microsoft

What are Artificial Intelligence Tools?

- Artificial intelligence (AI) is intelligence—perceiving, synthesizing, and inferring information—demonstrated by machines, as opposed to intelligence displayed by non-human animals and humans
- Example tasks in which this is done include maps and navigation, facial detection and recognition, text editors and autocorrect, chatbots, digital assistants, and social media

What are Artificial Intelligence Tools? (Everyday World)

AI applications include

- advanced web search engines (e.g., Google Search)
- recommendation systems (used by YouTube, Amazon and Netflix)
- understanding human speech (such as Siri and Alexa)
- text auto-complete on your smartphone
- self-driving cars

What are Artificial Intelligence Tools? (Legal Industry)

- E-discovery tools such as review of documents for discoverable or otherwise relevant information
- AI-powered legal research software
- contract and legal document analysis
- proofreading, error correction and document organization



Find the full text of this and thousands of other resources from leading experts in dozens of legal practice areas in the [UT Law CLE eLibrary \(utcle.org/elibrary\)](http://utcle.org/elibrary)

Title search: Ethical Concerns of AI and the Practice of Law

Also available as part of the eCourse

[Ethical Concerns of AI and the Practice of Law](#)

First appeared as part of the conference materials for the

37th Annual Technology Law Conference session

"Ethical Concerns of AI and the Practice of Law"