modus.

FREE GUIDE · AI 100 · PIECE 8 OF 12

What goes into AI, and what never does

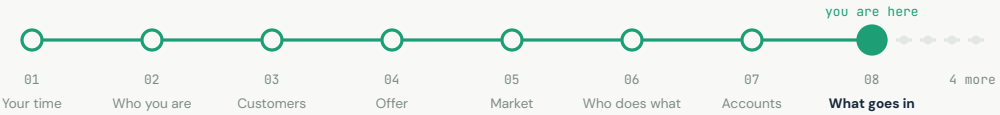
Your rule for what the business puts into ChatGPT, or whatever you use. You decide what's open and what's never. Your team helps you finish the middle.

A STEP-BY-STEP PACK FOR OWNERS
ABOUT AN HOUR, THEN 20 MINUTES WITH YOUR TEAM · NOTHING TO INSTALL · NOTHING TO PAY

MODUSAI.CA

WHY THIS PIECE

You've already started. Nobody decided what was fine.



You've already started

You say you don't understand AI. You used ChatGPT this week.

Maybe for an email. Maybe to reword something for the website. Maybe you gave it more than that, a bank statement to help with a budget, or a spreadsheet for next year's forecast. And there's a good chance someone on your team has done the same and didn't mention it, because nobody ever said what was fine.

That's normal. It's also how it goes wrong. Not because anyone did something stupid, because nobody decided.

Part of it is how these tools are sold. You buy the licence and it looks ready for everything. It isn't. It does what it's pointed at, with whatever it's given. Or you hear at dinner what another owner did with it, and Monday you ask the team to try the same thing, and nobody on the team has done it before.

What this guide does

You decide, once, what can go into ChatGPT (or Copilot, Gemini, Claude, whatever you use) and what can't. Then you sit down with your team for twenty minutes and finish it with them, because they know what they actually use it for and you don't.

What it isn't

It isn't security. Data governance, security tools, monitoring who accessed what: that's a different job, and past a certain size it's a job for an IT provider. This guide covers what people put in. It isn't legal advice either (page 6).

How to come to it

About an hour with the assistant, then twenty minutes at a regular team meeting. It's piece 8 of AI 100. The earlier pieces wrote your business down, from who you are to who controls your accounts. This one decides how much of it leaves the building. You don't need the others to do it, but Who does what helps with the count. If it's just you, skip the meeting.

TWO WAYS TO DO THIS

Two ways to do this.

You can just ask. "What shouldn't I put into ChatGPT?" gets you a list of things every business should protect, and a paragraph about being careful. It's right in general and no help on Monday morning, because it doesn't know that your quotes carry the customer's address, or that your team already uses it to answer emails.

Or start from these. You write your stance and your own rows: what's open, what's never and why, and a first pass at the middle. Then you take it to the team, and their answers finish it. Every use you agree to gets a number you'll watch.

Use them as a floor. Add your own rows. If a question doesn't apply to your business, skip it.

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HAVE THIS IN FRONT OF YOU FIRST

Have this in front of you first.

Your files from the earlier pieces, if you have them.

who-does-what.md from Who does what matters most: prompt 03 counts from it. what-we-have.md from Who controls your accounts helps with prompt 01.

A blank quote, invoice or work order.

What's on it is most of your information rows.

Your phone.

The photos from your last few jobs are the row everyone forgets.

A date for the meeting.

Twenty minutes at a meeting you already hold. Put it in the calendar before you start, so the map doesn't stop at your half.

RUNNING ORDER

Prompt 01, your stance and the two easy columns, about 15 minutes. Prompt 02, the middle, about 20. Prompt 03, the why, the numbers and the count, about 15. Then prompt 04 writes the meeting agenda, and you run it.

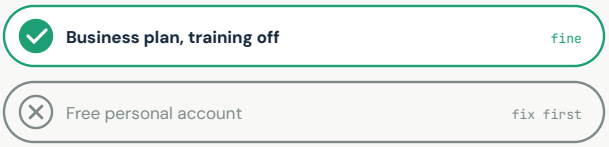


BEFORE YOU START

Check what you're on.

Paying for it isn't the same as a business account. On a personal plan, even a paid one, what you type can be used to train the model unless you turn that off in the settings. Business plans aren't used for training by default. A lot of owners think the monthly fee bought them that. It didn't.

Use a business account where your conversations aren't used to train the model. **Claude, ChatGPT, Gemini and Copilot all work for this, set up properly:** a business plan, or training turned off in the settings. This guide assumes everyone on the team is on an account the business chose.



> **If security is your biggest concern, go with Copilot.** Signed in with your Microsoft 365 work account, what you type stays under your company's Microsoft agreement and isn't used for training. For a business already on Microsoft, it's the tightest setup of the four.

Which plan does what, vendor by vendor: Choosing your AI. This guide talks about sensitive things, so talk about them by kind, not by example:

FINE TO USE	KEEP OUT OF THE CHAT
Kinds of information ("customer addresses", "sick days")	Any real customer, employee or supplier
Roles and first names, as in the earlier pieces	Full names, addresses, phone numbers
What a document is ("the NDA with the general contractor")	What it says. Don't paste it to ask whether it's covered
"Every password" as one row	Any password, ever (piece 7)

Say what kind. Never say who.

"A customer's address" is all the assistant needs to sort a row. It never needs the address.

Next page: what this guide doesn't do. Read it before prompt 01.

WHAT THIS GUIDE DOESN'T DO

Not legal advice. Not security.

This guide helps you write a rule for your business. It doesn't tell you what the law requires, and it doesn't make your systems secure. The prompts tell the assistant not to try either.



Not legal advice

What you write here is an indication, not a legal opinion. Anything material goes to a lawyer. Prompt 01 keeps a list for that: every time you wonder "am I even allowed to?", it goes under For the lawyer as a question, and the assistant doesn't answer it.

> **Worth knowing.** Other people's personal information, your customers' and your staff's, is the row with a privacy law behind it. Which law, and what it covers, depends on where you are: federal law (PIPEDA), or in Quebec, Alberta and British Columbia, the province's own. In Quebec it applies to every business, whatever its size. What it asks of you is a question for your lawyer.

Not security

Who can get into which system, what's backed up, what's monitored, data governance: that's a different job. Past a certain size, it's a job for an IT provider (often called an MSP). This guide covers the part nobody else will write for you: what people put in.

Four kinds of rows

Subjects: what may be talked about. Information: what may be pasted or uploaded. Actions: what may be done with what the AI writes. Reach: what it may be connected to.

Two rules

No reason, no never: a never you can't explain in one sentence moves to ask first. And if you hesitate, it's ask first.

PROMPT 00

The rules every prompt starts with.

Every prompt in this pack already contains this block, so you can paste any one of them on its own. It's printed here once so you know why each line is there.

```
You are going to interview me to build one document about my business. I am the owner. I am not going to fill in a form:
you ask, I answer out loud, you write.

Rules for this interview:
- One question at a time. Wait for my answer before the next one. Never send me a list of questions.
- If my answer is vague, push once. If I say "good people" or "they're easy", ask me for the last specific thing that
happened. Take the second answer, not the first.
- Do not compliment me. No "great answer", no summarising my answer back approvingly. Ask the next question.
- Do not invent anything. If I don't know something, write UNKNOWN and who to ask or where to check. A gap I can see is
worth more than a number you made up.
- Rough numbers are fine. Label them. If I say "maybe 30%", write "~30% (owner's estimate)". Never turn a guess into a
figure.
- Write in my words. Keep my phrasing and my slang. Do not upgrade it into business English.
- Only the details that decide fit. Size, sector, region, age, income: only if I say it changes whether someone is a
good customer.
- No personal details about individuals. If I give you a homeowner's full name, address or phone number, don't use it,
and remind me to keep it out.
- Ask me anything else you need. These questions are the floor, not the ceiling.

Also, for this piece:
- You're not my lawyer and not my IT provider. Never tell me whether something is legal, allowed or compliant, and don't
recommend security tools or settings. If I ask, or sound unsure, write the question under For the lawyer and move on.
- The columns are my call. Never suggest a column, never tell me something is safe or should be a never. If I ask what
you'd do, ask me what worries me about it.
- If I hesitate between ask first and never, it goes in ask first.
- Never suggest a target or what a good number would be. Ask me. If I don't know, write UNKNOWN.
- Kinds of information, never real examples. If I start describing a real customer, employee or supplier, stop me and
write the kind instead. Never ask me to paste a document, a statement or a file.
- Stay in this piece. Which tools we use, their settings, and who checks the numbers are other pieces. Note them and
move on.

When we're done, give me the finished document in markdown (plain text with headings) that I can save as a .md file.
Then list what's missing and what I should verify.
```

Why "the columns are my call". An assistant asked "is this okay to share?" will answer, and it will sound sure. It doesn't know your customers, your contracts or what a leak would cost you. You do. It asks and writes; you decide.

Why "never suggest a target". A number it makes up looks exactly like a number you measured. The point of the numbers in prompt 03 is that they're yours.

PROMPT 01 · TIME: ABOUT 15 MINUTES

Your stance, then open and never

What AI is for in your business, in two or three sentences. Then what anyone can use freely, and what never goes in, each never with a reason.




```
You are going to interview me to build one document about my business. I am the owner. I am not going to fill in a form: you ask, I answer out loud, you write.

Rules for this interview:
- One question at a time. Wait for my answer before the next one. Never send me a list of questions.
- If my answer is vague, push once. If I say "good people" or "they're easy", ask me for the last specific thing that happened. Take the second answer, not the first.
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- Never suggest a target or what a good number would be. Ask me. If I don't know, write UNKNOWN.
- Kinds of information, never real examples. If I start describing a real customer, employee or supplier, stop me and write the kind instead. Never ask me to paste a document, a statement or a file.
- Stay in this piece. Which tools we use, their settings, and who checks the numbers are other pieces. Note them and move on.

When we're done, give me the finished document in markdown (plain text with headings) that I can save as a .md file. Then list what's missing and what I should verify.

We're starting open-and-closed.md.

First, my stance. Ask me what AI is for in this business, and what it isn't for. Push once if I'm vague. Write it at the top in two or three sentences, in my words.

Then the table. Three columns: Open (anyone can use it, any time), Ask first (fine once the right person says yes) and Never (doesn't go in, on any account). Every row is one of four kinds: a subject, information, an action (what's done with what you write), or reach (what you may be connected to). If I paste what-we-have.md or earlier files, use them to remind me what the business holds. Don't add rows I didn't name.

Open first. Ask me, one at a time, whether these are fine with no one asking me: how we work (methods, checklists, how we quote), what we sell and what we charge, our own writing, our plans. For each, ask once whether any part of it isn't open; that part becomes its own row. If I say prices are open, ask whether any price is under a contract or a tender.

Then never. Ask me what must never go in. For each, ask why, in one sentence. If I can't say why, tell me it goes in ask first, and move it. Every password and login is one row, already decided.

Then three I'd skip: what's on a quote, invoice or work order that I wouldn't want leaving the building; what's in the photos on my phone from recent jobs; whether anyone made me sign something that says I keep it to myself (only whether it exists, not what it says).

Output: the stance, then the table with open and never filled. Under it: For the lawyer, Later.
```

> Why open first: start with what's dangerous and everything looks dangerous. Your prices, how you work, the secret sauce that isn't really secret: hold those back and you get the same generic advice as everyone else.

Document: **open-and-closed.md** (starts)

PROMPT 02 · TIME: ABOUT 20 MINUTES

The middle, first pass

What's fine once someone says yes, and what the yes depends on. Including what an assistant may be connected to. You won't finish this one alone. The team does.




```
You are going to interview me to build one document about my business. I am the owner. I am not going to fill in a form: you ask,
I answer out loud, you write.

Rules for this interview:
- One question at a time. Wait for my answer before the next one. Never send me a list of questions.
- If my answer is vague, push once. If I say "good people" or "they're easy", ask me for the last specific thing that happened.
Take the second answer, not the first.
- Do not compliment me. No "great answer", no summarising my answer back approvingly. Ask the next question.
- Do not invent anything. If I don't know something, write UNKNOWN and who to ask or where to check. A gap I can see is worth
more than a number you made up.
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- Only the details that decide fit. Size, sector, region, age, income: only if I say it changes whether someone is a good
customer.
- No personal details about individuals. If I give you a homeowner's full name, address or phone number, don't use it, and remind
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- Ask me anything else you need. These questions are the floor, not the ceiling.

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kind instead. Never ask me to paste a document, a statement or a file.
- Stay in this piece. Which tools we use, their settings, and who checks the numbers are other pieces. Note them and move on.

When we're done, give me the finished document in markdown (plain text with headings) that I can save as a .md file. Then list
what's missing and what I should verify.

Same document. Now Ask first. Start with anything I moved there. Then go through these one at a time and let me say open, ask
first or never:
- A reply to an unhappy customer, drafted by AI.
- A quote we're still arguing over.
- Anything about one employee.
- Photos or documents from a customer's property.
- Our own financial documents: bank statements, the books, a forecast.
- Anything AI writes that goes out without anyone reading it first.
- AI helping decide something about a person: who to hire, which customer to drop.
- Connecting an assistant to our email, our shared drive, our calendar, the accounting software. Ask about each one separately.

For every ask-first row, ask me:
1. Who decides? A role. If it's always me, write "owner".
2. What makes it a yes? In my words. If I say "it depends", ask on what.

For reach rows, the yes has to say exactly what it can see: which folders, which inbox, which calendar. "All of it" isn't a
condition.

If I don't know what my team would say about a row, put it under For the meeting instead of guessing.

Output: the full table, with who decides and what makes it a yes on every ask-first row. Then For the meeting, For the lawyer,
Later.
```

> Bank statements, for example. Help with a budget is a good use. The raw statement is the problem: account numbers, every customer who paid you, every person you paid. It's ask first, and the yes is "the totals by category, not the statement".

Document: **open-and-closed.md** (continues)

PROMPT 03 · TIME: ABOUT 15 MINUTES

Why, the numbers, the count

A reason for every never, a number for every yes, and how many of the people who handle a never haven't been part of the conversation yet.




```
You are going to interview me to build one document about my business. I am the owner. I am not going to fill in a form: you ask,
I answer out loud, you write.

Rules for this interview:
- One question at a time. Wait for my answer before the next one. Never send me a list of questions.
- If my answer is vague, push once. If I say "good people" or "they're easy", ask me for the last specific thing that happened.
Take the second answer, not the first.
- Do not compliment me. No "great answer", no summarising my answer back approvingly. Ask the next question.
- Do not invent anything. If I don't know something, write UNKNOWN and who to ask or where to check. A gap I can see is worth
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- Only the details that decide fit. Size, sector, region, age, income: only if I say it changes whether someone is a good
customer.
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- Ask me anything else you need. These questions are the floor, not the ceiling.

Also, for this piece:
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- Kinds of information, never real examples. If I start describing a real customer, employee or supplier, stop me and write the
kind instead. Never ask me to paste a document, a statement or a file.
- Stay in this piece. Which tools we use, their settings, and who checks the numbers are other pieces. Note them and move on.

When we're done, give me the finished document in markdown (plain text with headings) that I can save as a .md file. Then list
what's missing and what I should verify.

First, why.md. For each Never row, one line: the row, then why, in the sentence I gave you. If it was vague ("it's private"), ask
once: private to whom? What happens if it gets out? Read each line back and ask: "Could you say this to someone on their first
day?" If not, ask me to say it my way. Don't add reasons, don't cite any law.

Then the numbers, in open-and-closed.md. For every row in Open and Ask first that's a use, something someone will actually do
with AI, ask me:
1. What should it get us? In my words. "Quote replies go out the same day."
2. What number do we watch? Something we could count. "Days from request to reply."
Don't suggest either. If I can't say what it's for, write "no outcome yet" and move the row to For the meeting.

Then the count. I'll paste who-does-what.md. If I don't have it, ask me to list the roles, mine included. For each role: in a
normal week, does it handle anything on the Never list? Which rows? If yes: has whoever fills it been part of a conversation
about these rules, where they heard them and could answer back? "I mentioned it once" isn't that. Write: in / not yet. Never ask
whether the person did anything wrong.

Line 1 of open-and-closed.md:
Not in the conversation yet: x of y roles that handle a "never" · roles in the business z · in the conversation w (today's date)
At the bottom of why.md: each role, its never rows, in or not yet.

Don't comment on the count. Write it and stop.
```

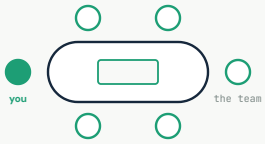
> Why every yes gets a number: if you can't say what it's supposed to get you, you're using it because someone at dinner did. The number is how you find out in a month whether it was worth it.

Document: **why.md** (builds)

PROMPT 04 · TIME: 5 MINUTES, THEN 20 WITH THE TEAM

The meeting

A one-page agenda for twenty minutes with your team. You read the rule. They tell you what they already use it for, and where they hesitated. Their answers finish the middle.




```
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- If my answer is vague, push once. If I say "good people" or "they're easy", ask me for the last specific thing that happened.
Take the second answer, not the first.
- Do not compliment me. No "great answer", no summarising my answer back approvingly. Ask the next question.
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- Write in my words. Keep my phrasing and my slang. Do not upgrade it into business English.
- Only the details that decide fit. Size, sector, region, age, income: only if I say it changes whether someone is a good
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- No personal details about individuals. If I give you a homeowner's full name, address or phone number, don't use it, and remind
me to keep it out.
- Ask me anything else you need. These questions are the floor, not the ceiling.

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- The columns are my call. Never suggest a column, never tell me something is safe or should be a never. If I ask what you'd do,
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- If I hesitate between ask first and never, it goes in ask first.
- Never suggest a target or what a good number would be. Ask me. If I don't know, write UNKNOWN.
- Kinds of information, never real examples. If I start describing a real customer, employee or supplier, stop me and write the
kind instead. Never ask me to paste a document, a statement or a file.
- Stay in this piece. Which tools we use, their settings, and who checks the numbers are other pieces. Note them and move on.

When we're done, give me the finished document in markdown (plain text with headings) that I can save as a .md file. Then list
what's missing and what I should verify.

Use open-and-closed.md and why.md to write me a one-page agenda for a 20-minute team meeting. Plain, in my words, nothing that
reads like a presentation.

1. My stance, as I wrote it. I read it out.
2. The never list, with the why. I read it out. One question to the team: "Anything here that doesn't make sense?"
3. Three questions for the team, in this order:
   - "What do you already use ChatGPT, or anything like it, for at work?" Add a line for me to say first: nobody's in trouble for
the answer.
   - "When did you hesitate before putting something in?"
   - "What would you want to be able to ask before doing it?"
4. The rows under For the meeting, one at a time: open, ask first or never. If ask first, who decides and what makes it a yes. If
it's a use, what it should get us and the number we watch.
5. What happens next: the map gets updated today, and everyone gets a copy.

After the meeting I'll paste my notes. Then update the table (ask me where new rows go, don't decide), recount line 1 with
today's date, and update the bottom of why.md.
```

> You can decide the rule alone. You can't make people follow it alone. They follow what they had a hand in. Most of what you'll hear is emails and rewording, and some of it you'll want in the open column tomorrow.

Document: **open-and-closed.md** (finishes)

WHAT A FINISHED MIDDLE LOOKS LIKE

Ours, at Modus.

Your middle column will look nothing like ours. Here's ours anyway, so you can see how specific "what makes it a yes" has to be.

ROW	COLUMN	WHO DECIDES	WHAT MAKES IT A YES
A client's public information: owner's name, website, business email	Open		It's already online
Recording and transcribing client calls	Ask first	The client	They agreed to the recording, and to us building with AI
Client material in general	Ask first	Us	Each client in its own project, never mixed with another client's. Sensitive details filtered out first

> That last condition is the one owners don't think of. Your biggest customer and their competitor shouldn't sit in the same chat history.

Why connecting is its own row

When you paste something, you chose it. When you connect an assistant to your email or your shared drive, you didn't choose anything: it can read whatever it can reach, the contract in the shared folder, the sick note in your inbox. That's one yes covering everything at once. So the yes names exactly what it can see.

A STANCE, FOR EXAMPLE

Two or three sentences. Not a manifesto.

Your stance is yours. Here's ours, so you can see the size of it.

> *"AI isn't the answer for everything. Someone selling hammers will tell you a hammer is the best tool for every job. Before we use it for something, we look at how the work actually gets done, what the business is trying to get out of it, what it could cost us, and the people involved. We have to protect our humanity."*
>
> NICK, MODUS

To find yours, three questions

1. What is AI for, here? Not in general: in your week, for which jobs.

2. What isn't it for? What you want done by a person, even if a machine could do it.

3. What should it never decide on its own? That's often where your never list starts.

> Read yours out at the meeting before anything else. The never list makes more sense once people know what you think AI is for.

WHAT THE ASSISTANT CAN'T DO HERE

What the assistant can't do here.

§

It can't tell you what the law requires

It writes your question down for a lawyer, and it's been told not to answer.

It can't make your systems secure

It helps you write what people may put in. Locking down the systems is an IT provider's job.

It can't get your team to follow it

It can sort your rows and write the agenda. The meeting is yours.

> It also won't pick your columns or your numbers. It asks and writes them down.

KEEP THEM TOGETHER

Keep them together.

These two documents go in 08-what-goes-in/, in the same folder as everything from the earlier pieces, like Who does what and Who controls your accounts.

```
my-business/
  README.md                ← The file: the index
  01-your-week/            ← Where your time goes
  02-who-you-are/          ← Who you are
  ...
  06-team/                 ← Who does what
  07-accounts/             ← Who controls your accounts
  08-what-goes-in/         ← What goes into AI
    open-and-closed.md
    why.md
  ...
  workflows/               ← AI 101 and 102 build here
```

why.md is for the team.

Read it at the meeting, put it in the onboarding folder. The open column is what your AI is allowed to know: when you load your business file into an assistant, it reads from there.

Date both files and look at them again when you hire, when someone asks a "can I?" the map doesn't answer, and when piece 10 has you check the numbers.

> This is your half of it. A policy the team signs, a register of the tools in use and training, checked against your province's rules, is the team's half. That's what our AI Governance package does.

Next in AI 100: What each role is for.

modus.

You can do all of this yourself. Some would rather it just got done.

AI 100 is free, and nothing is held back for a paid version. What Modus sells is the time, and the person whose job it is.

Rather have us do it?

Book a call. Scan the code or click the link.

modusai.ca/en/#contact

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