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## Information Security [INFOSEC] Briefing

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### [June - 2023 Cybersecurity Focus](#)

**Buckle up; it's going to be a fast ride!** There is a lot of buzz around artificial intelligence (AI) these days, and for a good reason: some analysts predict the AI market will reach \$407B by 2027! That's an alarming trajectory fueled by an expected 37% annual growth rate. Considering this revenue potential, it's only a matter of time before AI becomes a standard utility in our daily lives.

**Proceed with caution and consider the unintended consequences.** AI has roots that date back decades, but it gained commercial traction only recently. This phenomenon may be a perfect storm in the making. Significant computational power and high-speed networking are needed for AI to work effectively. The advancement of broadband networks and public cloud computing eliminate these barriers to entry - making AI feasible for general use. However, as AI becomes more prolific, it's important to remain grounded by finding the right balance between its use cases and shortcomings:

- **Be kind to the environment. With increased data usage also comes an increased carbon footprint.** Not surprisingly, the data sets required to run AI models are large and often complex, leading to higher energy consumption. According to an MIT study, **the cloud now has a larger carbon footprint than the entire airline industry**, and a single AI model can emit more than **626,000 pounds of carbon dioxide equivalent!**
- **Exercise caution when using AI systems.** AI is a type of computer technology that makes use of stored data. Never upload protected or sensitive data to AI systems. AI is still in its early growth stage, and privacy regulations have yet to be implemented. In the interim, assume anything you feed the system has the potential to stick around and be used to answer others' questions.
- **Do not rely on AI to be accurate.** Sometimes responses from AI can be biased or have errors. Remember, it's just computer code. Make sure to verify any important responses.

Good security includes being mindful of **unintended consequences**, especially with emerging tech that has the potential to revolutionize how we live and work. Whether you're an advocate, opponent, or neutral on AI, the likelihood it will play a significant role in your future is certain!

**Happy Summer, and wishing you a joyous 4<sup>th</sup> of July!**

## IT Management

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*Don't take the bait! IT will never ask you for your username and password via email. Phishing e-mails attempt to deceive you into giving up private information in a response to a message or by leading you to a fraudulent web site.*

*For more tips about phishing, go to [www.phishinginfo.org](http://www.phishinginfo.org).*

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