

THE AI TRAFFIC LIGHT

Before anything gets typed, pasted, or uploaded into an AI tool, ask one question:

What color is this information?



GREEN · PUBLIC

Already public, or cleared for release.

- Marketing and website copy, published photos
- General how-to and reference questions
- Anything you would hand a stranger at a trade show

SAFE IN ANY TOOL, FREE OR PAID



YELLOW · INTERNAL

Non-public company business.

- Internal drafts, memos, and schedules
- SOPs, checklists, and process notes
- Vendor lists and template agreements

COMPANY-CONTROLLED PAID TOOLS ONLY, USE JUDGMENT



RED · SENSITIVE

The information that can hurt you.

- Pricing, bids, financials, client and customer records
- Employee records and personal data protected by law
- Anything under NDA or touching a legal dispute

NEVER IN A FREE OR PUBLIC TOOL, IN ANY FORM

WHEN IN DOUBT, MOVE UP A COLOR.

Company work happens in a company-controlled account, and a human reviews everything before it leaves the building.