

Artificial Intelligence (AI) at Gartner

At Gartner, we believe in the responsible use of Artificial Intelligence (AI). Gartner leverages AI as a tool to enhance its business operations.

AI Governance at Gartner:

To ensure we use AI responsibly, we have implemented the following guiding principles:

1. **Ethical Use:** All AI-enabled tools must be developed and used in an ethical manner, respecting human rights, privacy, and fairness.
2. **Transparency:** We will be transparent about how we use AI. We are mindful of the importance of client trust in our research, products and services. Where content is AI-generated, it is clearly signposted.
3. **Accountability:** We hold ourselves accountable for the outcomes of our AI-enabled tools.
4. **Compliance:** AI use at Gartner complies with relevant laws, regulations, and industry standards, including data protection and intellectual property laws. All Gartner Associates, Contractors, Interns and Sales Agents must complete mandatory training and sign an AI attestation confirming that they understand this policy.

Gartner has a company-wide AI Council to oversee the ways in which we use generative AI throughout the organization. We also have a cross-functional trust and risk group that (i) monitors and reports the various uses of AI across the organization, (ii) ensures that these uses adhere to the above-referenced guiding principles, and (iii) mandates that these uses do not put at risk the intellectual property or proprietary data of Gartner – or of our clients.

Gartner is mindful that future client experiences leveraging AI will require ongoing implementation of security and data protection measures consistent with the Gartner [Privacy Policy](#) and [Information Security Whitepaper](#).

Gartner's Use of AI Technology:

AI is a fast-moving area and the laws and regulations that govern it are evolving just as swiftly. Given this, Gartner's position on the use of AI may necessarily evolve over time. It is Gartner's mission to provide our clients with timely and actionable business and technology insights, and our review of AI technology aligns with this commitment.

For the avoidance of doubt, Gartner does **not** use AI to do the following:

- We do not train internal or external AI models using client data or allow third party providers or subcontractors to do so. Gartner uses only suppliers who share similar guiding principles to our own regarding the use of data, intellectual property, and AI.
- Gartner does not rely on AI applications to produce the business and technology insights that we provide to our clients. These insights are created by our experts based on their knowledge and experience.

Gartner does use a combination of third-party applications and proprietary tools that incorporate AI technology for internal purposes, such as to enhance our productivity and effectiveness and, in addition, to deliver exceptional products, services and value to our clients. Gartner also uses AI technology to better analyze or summarize data collected from our various products and services to enhance current offerings or create new ones.

As AI capabilities evolve, Gartner's use of those capabilities will evolve as well. We can, however, commit that all such future use of AI will align both with the principles listed above and applicable laws and regulations.

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