

Generative AI at Gartner

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

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

Principles that guide our use of generative AI:

1. **Ethical Use:** All generative 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 generative AI. We are mindful of the importance of client trust in our research, products and services.
3. **Accountability:** We hold ourselves accountable for the outcomes of our AI-enabled tools.
4. **Compliance:** Generative AI use at Gartner must comply 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 a generative AI attestation showing that they understand this policy.

How Gartner does not use generative AI:

- Gartner does NOT use any client data to train or inform internal or external generative AI models or allow third party service providers or subcontractors to do so either.
- Gartner also does NOT use generative AI to produce the insight that we provide to our clients. The insight is generated by our experts based on their knowledge and experience.

How Gartner uses generative AI

Generative AI is a fast moving area and the laws and regulations that govern it are evolving swiftly. Given this, Gartner's position may necessarily evolve over time. Gartner's review of AI technology is part of its work generally as a research and advisory company covering this space.

Gartner uses a combination of third-party software and proprietary tools that incorporate generative AI technology. These tools are designed to enhance associate productivity and deliver exceptional value to our clients.

Gartner uses generative AI in various ways to help deliver value to our clients, including, but not limited to:

- Creating meeting summaries that identify action items
- Summarizing Gartner research

- Generating ideas and improving copy quality for marketing materials

As generative AI capabilities evolve, so will Gartner's use of those capabilities. However, any future use of generative AI will be in line with the principles listed above and applicable laws and regulations.

Generative AI Governance at Gartner

Gartner has established an AI Council to oversee the way we use generative AI across the organization. We also have a cross-BU working group in place to monitor/report the use of generative AI across the organization, ensure that this use follows our guidelines, and ensure it does not put our intellectual property or our client data at risk.

Gartner is mindful that future client experiences leveraging AI would require security and data protection measures and would be consistent with the Gartner Privacy Policy.

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