

Generative AI Adoption In Regulated Enterprises

Empirical insights on usage, security,
+ data privacy.

Introduction + Overview

The widespread adoption of generative AI is fundamentally altering how regulated businesses operate. While generative AI systems offer significant advantages, they also present intricate challenges related to data security, privacy, and compliance with existing regulations.

To better understand how organizations are striking the balance between security and innovation, 530 working professionals were surveyed across five regulated industries to gauge adoption of generative AI tools in the workplace along with any associated data privacy + security concerns and protective measures put in place by their employers.

Industries + Roles

A minimum of 100 respondents were surveyed per industry across Banking + Financial Services, Biotech + Life Sciences, Healthcare, Insurance, and Manufacturing.

Respondents across industries included a natural distribution of roles and company sizes, ranging from <100 employees to 5,000+.

Key Findings Overview

91% of respondents stated they are familiar with generative AI and **64%** reported using generative AI tools at work on at least a weekly basis.

60% of respondents reported that they are at least partially restricted from using generative AI tools at work, and **25%** said they are fully restricted.

~8% of enterprise employees could be circumventing restrictions and continuing to use generative AI tools despite company policies or other restrictions.

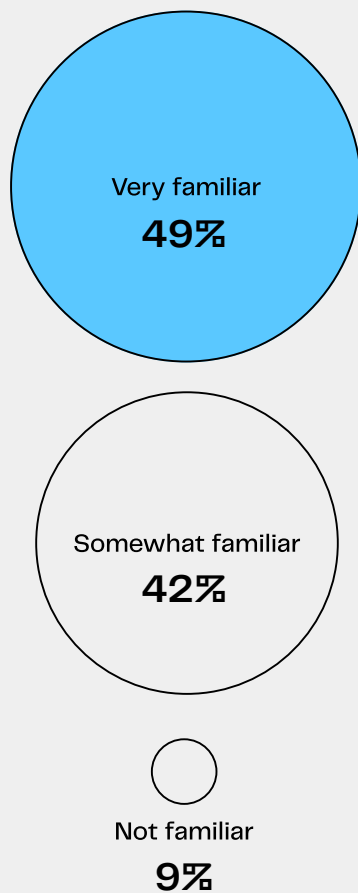
Data privacy and security is the number one factor preventing or deterring workers from using generative AI, with 47% of respondents citing concerns in this area.

63% of respondents reported that they would be comfortable sharing at least some personal or proprietary information with generative AI tools, regardless of company policy.

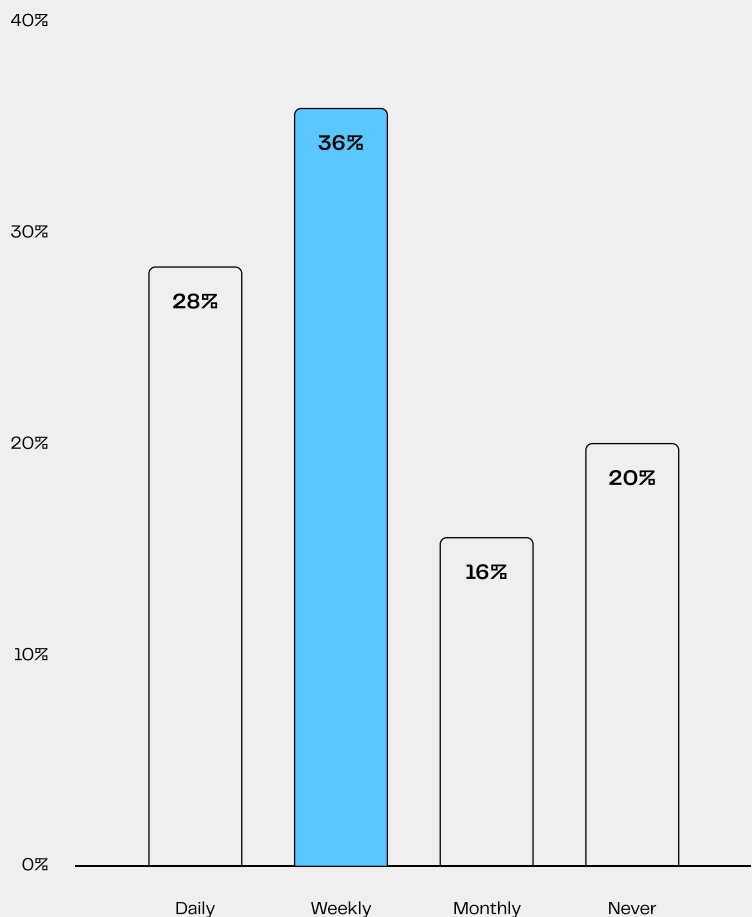
Of those familiar with generative AI (91%),
64% reported using generative AI tools at work
on a weekly basis or more —

and **28%** reported using
generative AI tools daily.

How familiar are you
with generative AI?



How frequently do you personally
use generative AI tools at work?



>40% of employees across all industries surveyed reported using generative AI tools at least once per week.

Roughly 60% of respondents at companies from 1 – 5,000 employees reported using generative at least weekly, while enterprise workers (**5,000+ employees**) were most likely to never use generative AI, at **39%**.

Employees in Banking + Financial Services reported the **highest daily usage at 39%**.

Meanwhile, **Healthcare employees were the least likely to use generative AI** on the job with 36% reporting that they never use tools with generative AI capabilities.

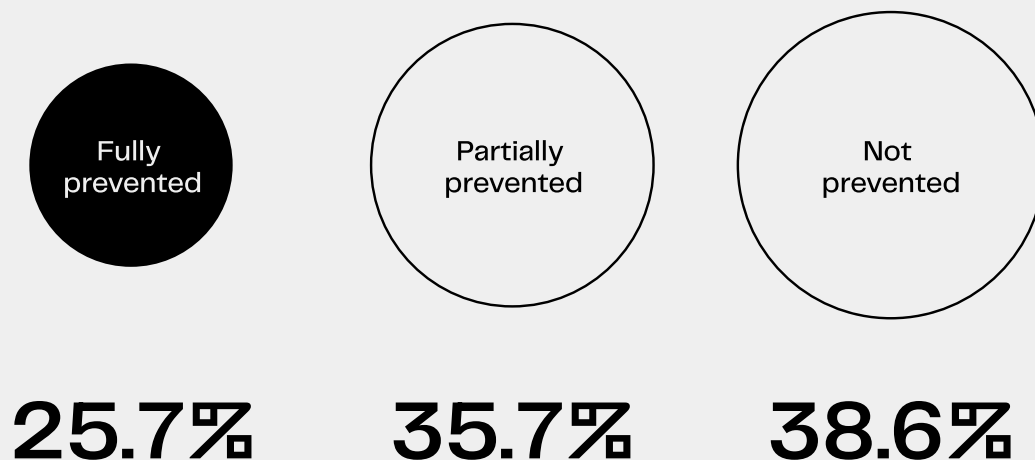
~8% of respondents are circumventing restrictions + continuing to use generative AI tools.

47% of enterprise workers reported being fully blocked or prevented from using generative AI while only 39% reported never using it.

Across all industries and company sizes, roughly **25%** of respondents reported being **fully restricted** from using generative AI at work.

The remaining 75% is relatively evenly split between partial restrictions and no restriction whatsoever.

Are you prevented or restricted in any way from using generative AI in your workplace?



Lowest Restriction:

By industry, **Healthcare (49%)** and **Manufacturing (57%)** were the least likely to have enforced any restrictions related to generative AI in the workplace.

As reported earlier, healthcare workers were the least likely to report using generative AI and are also the least likely to have enforced restrictions.

Highest Restriction:

Conversely, employees in **Banking + Financial Services (36%)** and **Insurance (36%)** are most likely to be fully restricted by their employers.

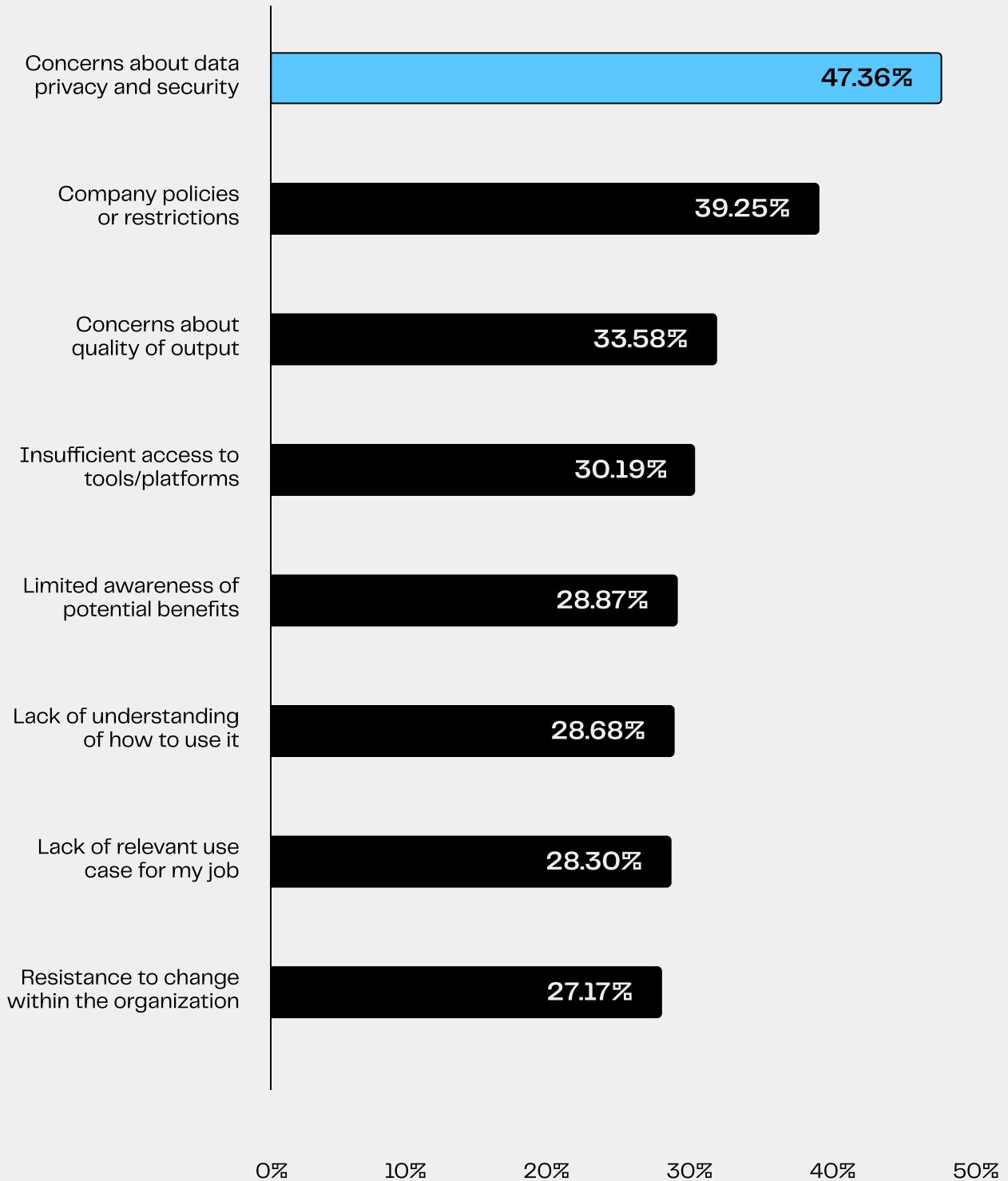
As reported earlier, and despite being most likely to be fully restricted by their employers, employees in Banking + Financial services reported the highest daily usage of generative AI at 39%.

When asked about the specific factors that limit or prevent employees from using generative AI, the following elements were listed as top deterrents:

- 1 Data privacy + security (**47%**)
- 2 Company policies (**39%**)
- 3 Quality of output (**34%**)
- 4 Insufficient access to tools (**30%**)

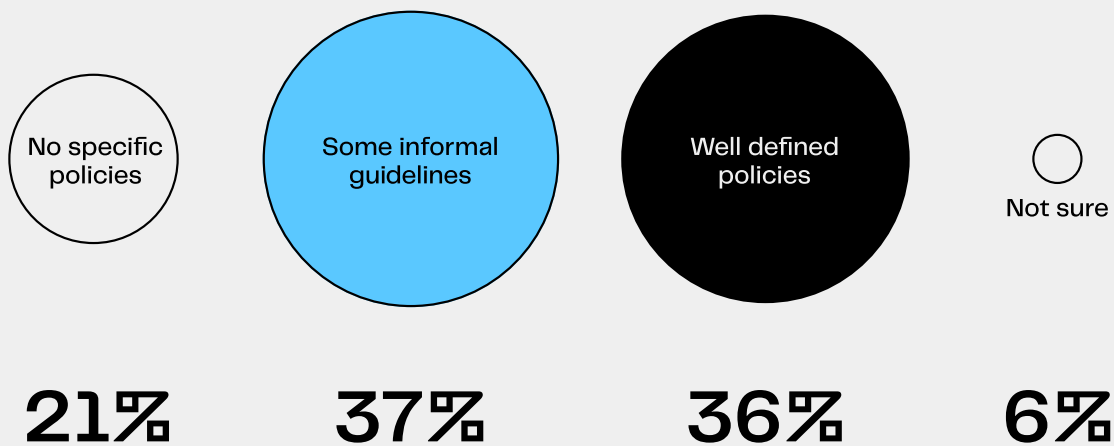
Less than 1/3 of respondents listed a lack of relevant use case or awareness of potential benefits.

What factors have deterred or prevented you from using generative AI at work (if any)?



While only 39% of respondents listed company policies as a major factor that has deterred them from using generative AI, a total of **73% of respondents confirmed that their company had at least informal guidelines in place**, regardless of whether those policies are a major restriction or not.

Has your organization implemented any specific policies or guidelines regarding the use of generative AI?

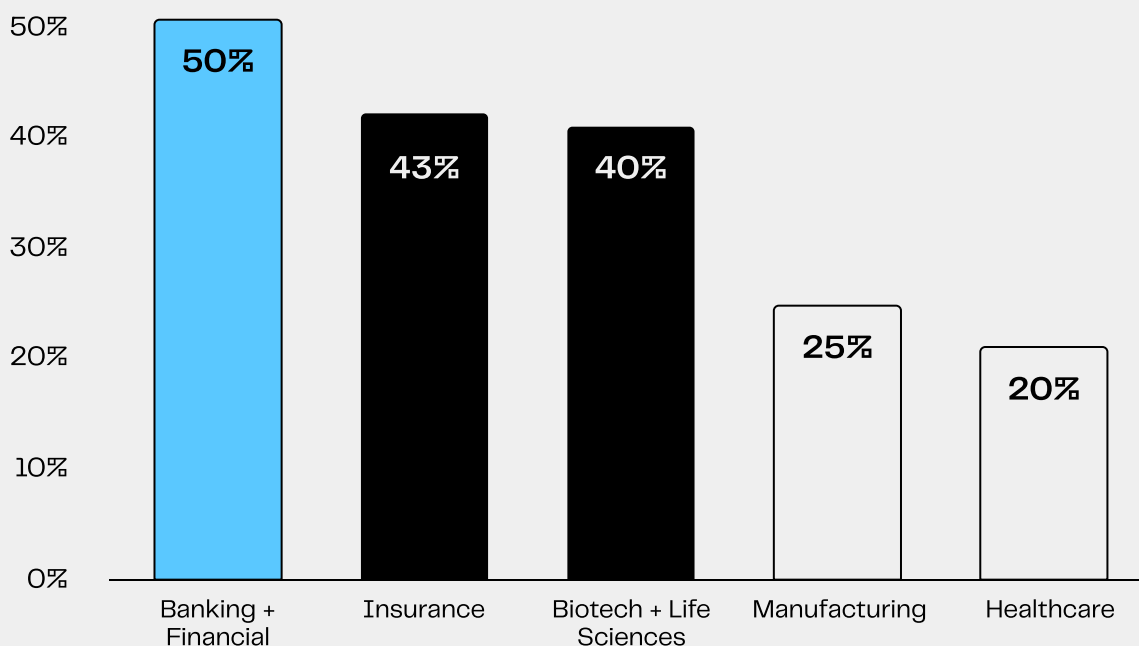


Additionally, 6% of respondents stated that they were unsure of whether or not their company had any policies at all.

Nearly half of employees at small companies (<100 employees) reported having no specific policies – that they are aware of – pertaining to generative AI and **12% of enterprise employees reported that they were unsure whether their company had any policy or not.**

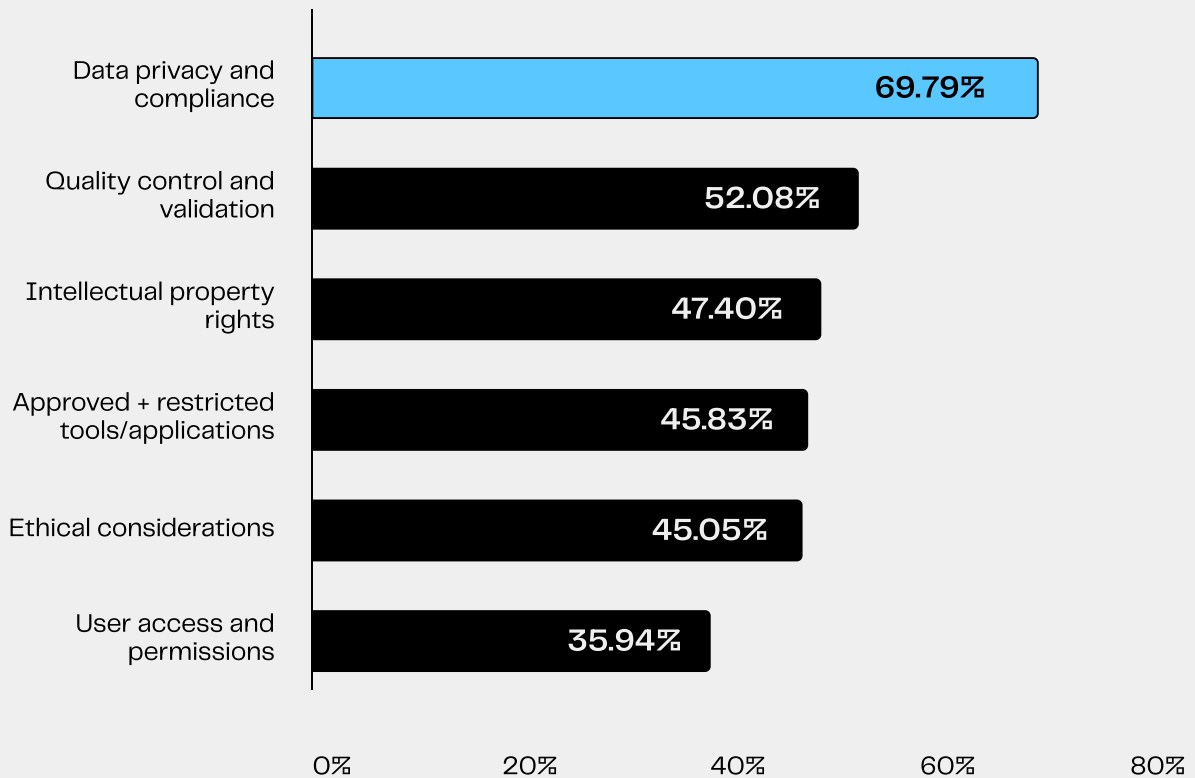
Employees in the Banking + Financial services industry were most likely to report well defined policies for generative AI, while healthcare and manufacturing workers were the least likely to have well defined policies at work.

Does your organization have well defined policies regarding the use of generative AI?

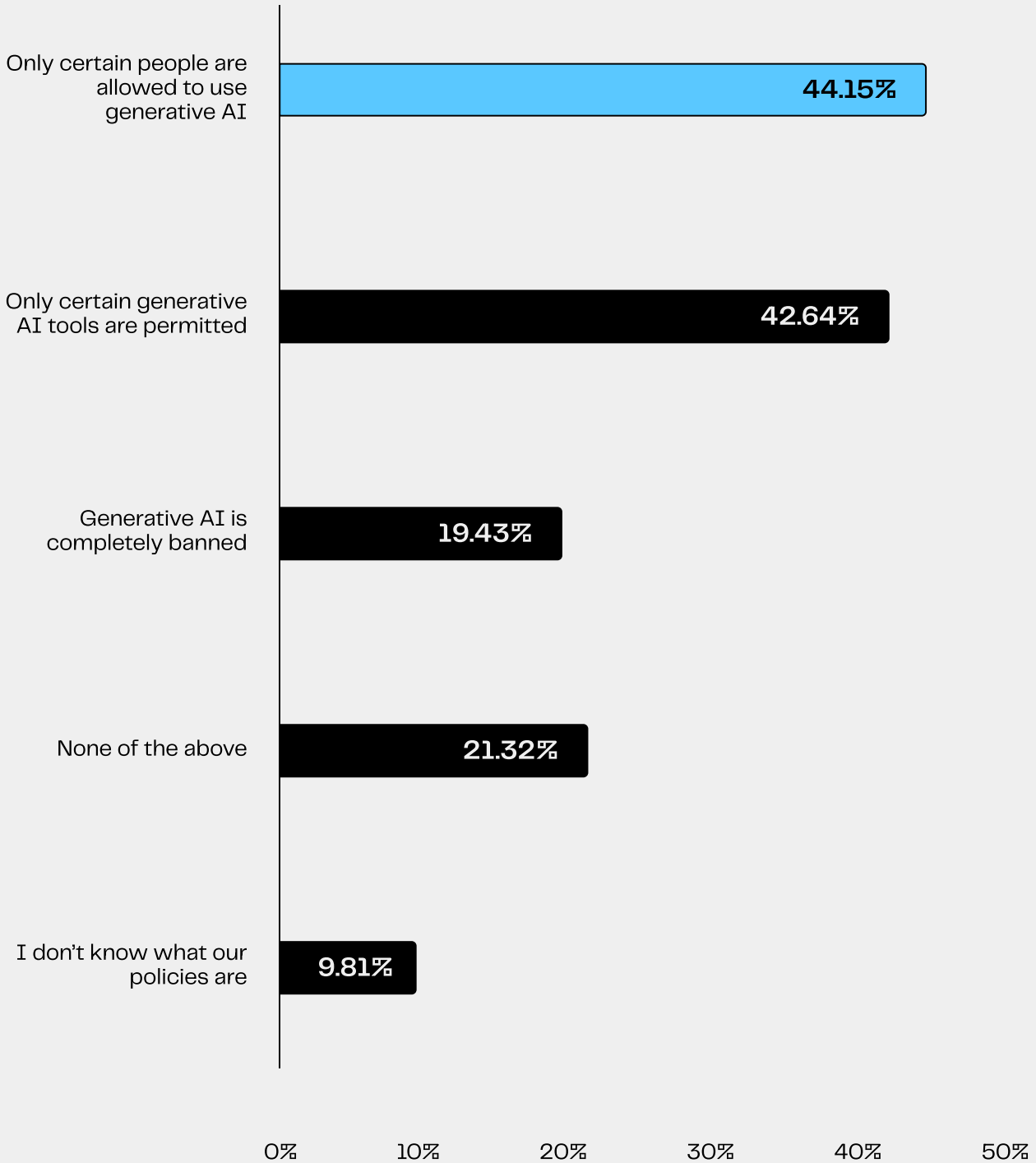


When asked more specifically about generative AI policies and guidelines, more than 2/3 of respondents reported that their policies covered **data privacy + compliance** and more than 40% reported that **only certain people or tools were allowed to leverage generative AI in the workplace.**

What aspects of generative AI usage do these policies or guidelines cover?



What factors have deterred or prevented you from using generative AI at work (if any)?



>90%

of respondents agreed that generative AI is at least somewhat valuable in helping with their work

+

59%

reported that it is extremely valuable in helping for their job.

Workers in finance roles were most likely to state that generative AI is extremely valuable at 67%, followed by IT (51%) and sales & marketing (48%).

Legal + compliance and customer service workers were least likely to find generative AI extremely valuable in their work.

Of those who find
generative AI to be
“Extremely Valuable”
in their work...

72% reported using it for automating manual processes
and **64%** reported creating business materials or content.

Increased efficiency was largely reported as the
number one benefit observed from using generative
AI for business tasks.

63% of respondents reported that they would be comfortable sharing at least some personal or proprietary information.

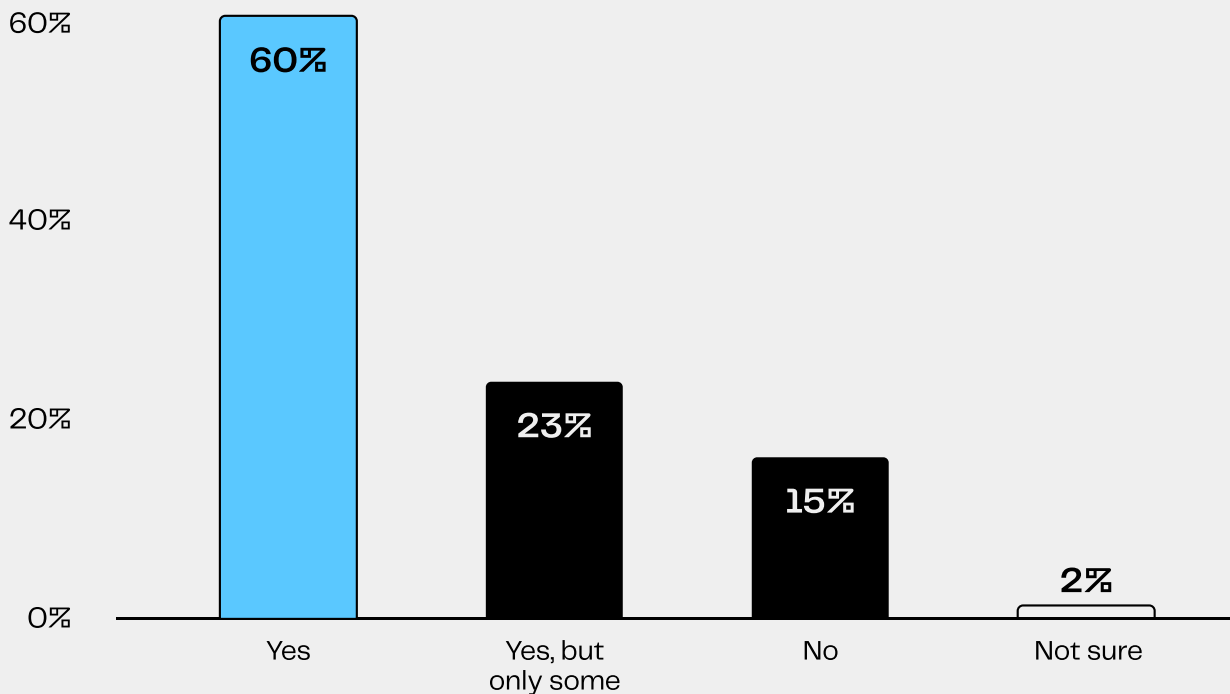
— and 29% reported that they would share any personal or proprietary information.

Of those who said they **would not share** personal or proprietary information with AI, the vast majority cited **data privacy and security** as their primary concerns — whether their data could be exposed with or without their permission.

Only **30%** of respondents reported that company restrictions or security policies were the primary factor preventing them from sharing sensitive information.

The existence of company policies and guidelines is inversely correlated to an employee's willingness to share personal or proprietary data with generative AI.

If your organization has a well defined security policy, are you comfortable sharing sensitive information with generative AI?

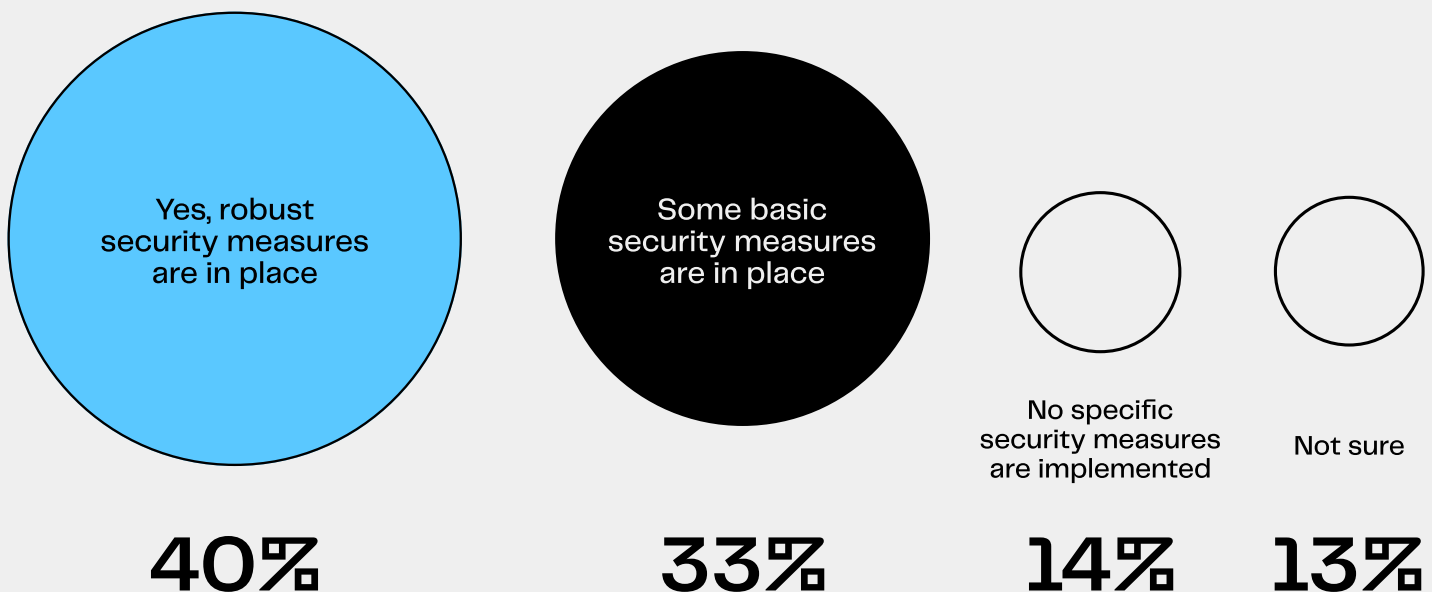


Interestingly, employees at companies with well defined policies are nearly **4x more likely to share sensitive information** than those at companies with no policy.

73% of respondents reported that their company has taken **at least some steps** to protect sensitive information when using generative AI.

1 in 4 employees at large enterprises (5,000+ employees) is **not sure** whether their company has introduced specific data privacy measures pertaining to generative AI.

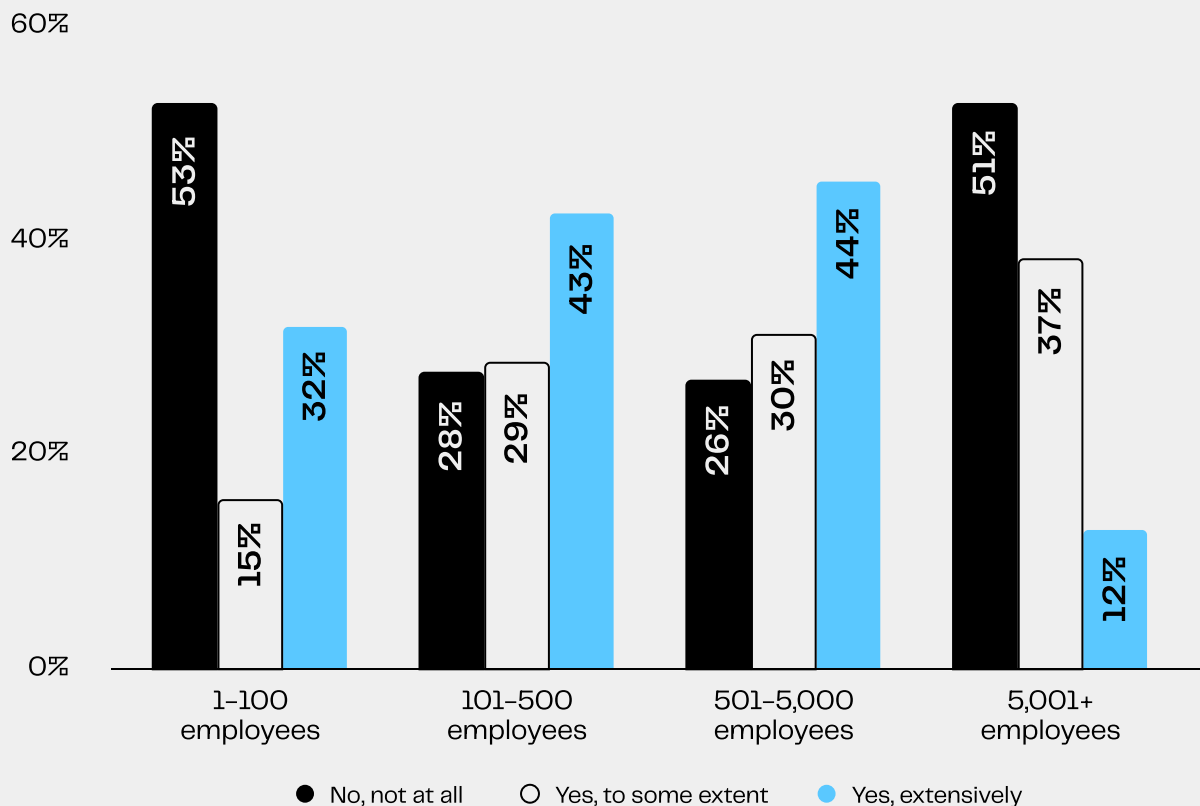
Has your company taken any steps to protect sensitive data when using generative AI?



More than half of employees at both small companies (**53%**) and enterprise companies (**51%**) reported receiving **no training or resources** to effectively and safely use generative AI tools for work.

Only **12%** of **enterprise workers** stated that they have received extensive training or resources for effective and safe generative AI usage.

Have you received adequate training or resources to effectively and safely utilize generative AI tools within your business tasks?

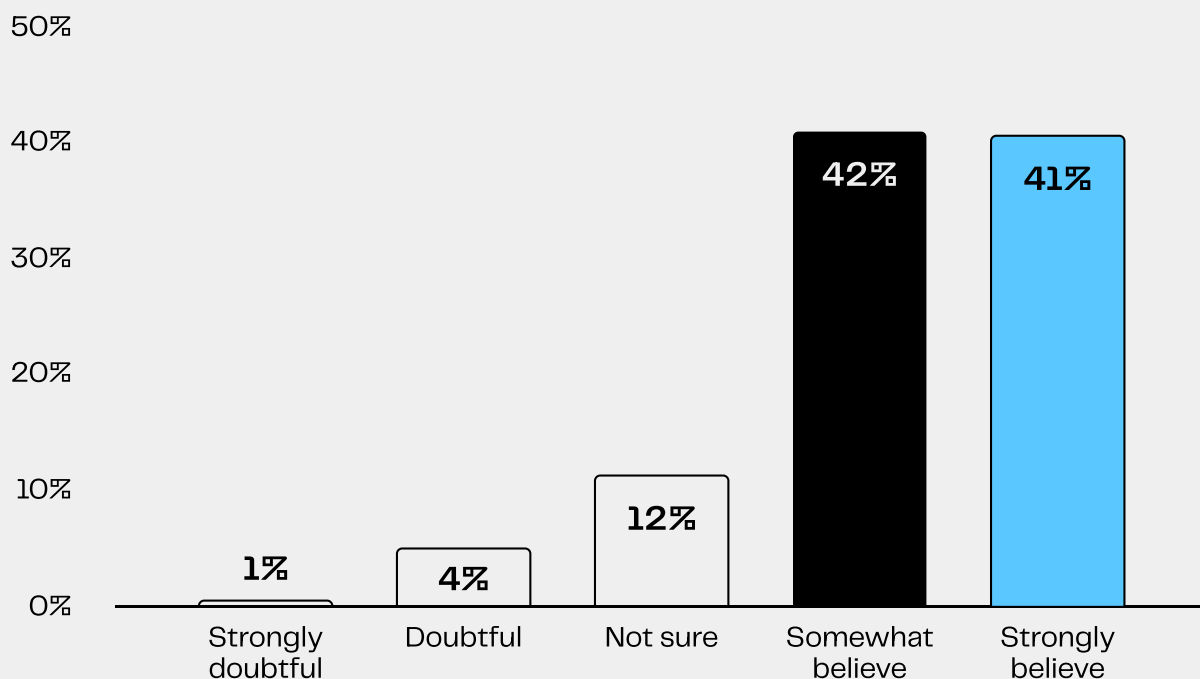


Employees in **Banking + Financial Services** were **most likely to have received at least some training or resources** for using generative AI, at **77%**.

Meanwhile, employees in **Manufacturing (41%) + Healthcare (40%)** were **least likely to have received any training** for generative AI at work.

Overall, **83%** of respondents across industries and job functions believe that generative AI could become an **essential tool for their work** in the next 3–5 years.

Do you believe that generative AI could become an essential tool in your job/function in the next 3–5 years?



Workers in **Finance, HR, and IT** were **most likely** to **strongly believe** that **generative AI** will become **essential** for their work.

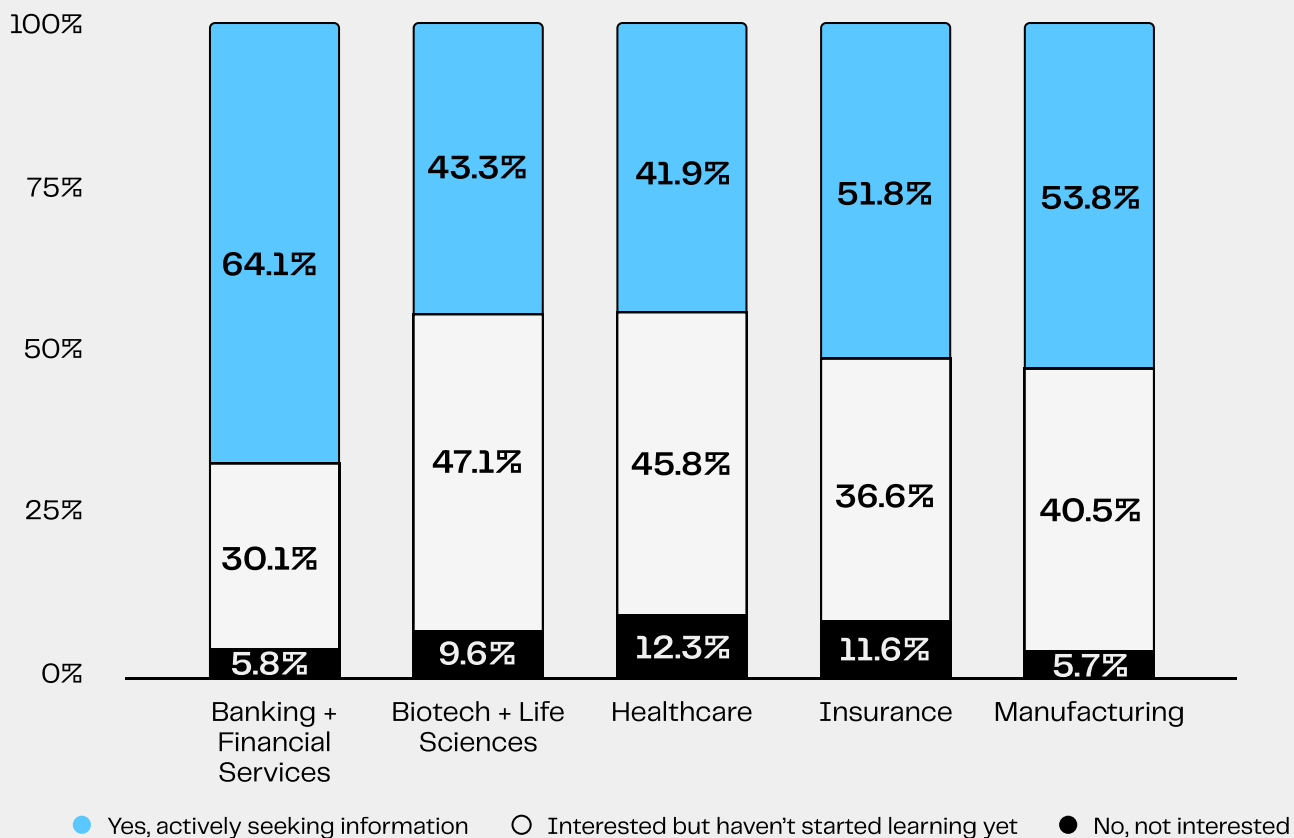
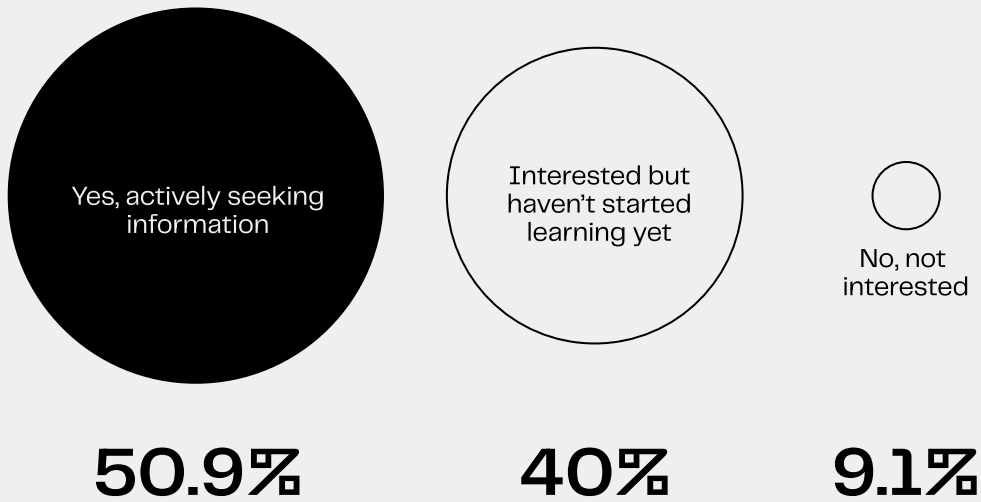
Meanwhile, employees in **Sales + Marketing, Customer Service, and Legal + Compliance** were **least likely** to **respond as strongly believing**.

51% of respondents reported that they are **actively seeking** information to learn more about generative AI,

while an additional 40% reported that they are interested but have not yet started leaning.

Interest in learning more about generative AI is mostly **evenly distributed across industries**, with employees in Banking + Financial services reporting the highest rate (64%) of actively seeking information.

Are you actively seeking to learn more about generative AI and its applications for your role?



Recap

Workers in **Banking + Financial Services** reported the **highest daily usage of generative AI at 39%** and are also **most likely to be fully restricted** from using these generative AI tools at work at 36%.

Data privacy + security is the number one factor preventing workers from fully adopting generative AI:

- 47% of respondents listed data privacy & security as a limiting factor to adopting generative AI
- 73% reported that their company has taken steps to protect sensitive data
- 61% of respondents reported being at least partially restricted from using generative AI at work

47% of enterprise employees reported being fully restricted from using generative AI and, as a result, enterprise workers also reported the **lowest rate of daily or weekly usage** of these tools at just **34%**.

Only **12%** of enterprise workers stated that they have received extensive training or resources for effective and safe generative AI adoption.

83% of respondents across industries and job functions believe that generative AI could become an **essential tool for their work in the next 3–5 years** and **51%** stated that they are **actively seeking** information to learn more about generative AI.

Generative AI offers enormous potential, and its significance and impact on regulated organizations will only expand.

As it proliferates, it is incumbent upon enterprises to take a proactive approach to guiding generative AI's integration in a thoughtful, secure manner.



Liminal is a horizontal security solution that empowers regulated enterprises to securely deploy and use generative AI across all use cases. Learn more about horizontal security and Liminal by visiting liminal.ai.