AI POWER HOUR · KEY TAKEAWAYS

AI, Your Data and Your IP

Communitech, Kitchener · October 21, 2026 · Heather Gawel and Babajide Okusanya, Momentum Product Co.

1 Sort your data first

PUBLIC	INTERNAL	CUSTOMER
Website copy, competitor info	Roadmaps, strategy, financials, your code	Names, emails, transcripts, contracts
Any tool, any plan	**Business plan, training off**	**Business plan + signed DPA**

RISK RISES →

→ Competitive research works on a free plan. Healthcare customers will also ask for a BAA, and payment or health records need their own agreements.

2 Your plan matters more than your settings

→ Turning off training protects **your** ideas. Your plan type protects **your customers**.

→ A pricey personal plan is still a personal plan. A business plan is one your company pays for, with an admin and a DPA in place.

→ It's often cheaper than people think. On the day of the session, ChatGPT's entry business plan cost the same per month as the personal one. Prices change, so check.

3 Audit every tool that touches AI

→ It's not just ChatGPT and Claude. HubSpot, Gemini in Gmail and Docs, Slack AI, note takers and writing extensions all send data to an AI model, and a lot of it is on by default.

→ For each tool, ask: who pays for it, is there an admin, is there a DPA, and does it train on your data?

→ Where to turn training off: **ChatGPT** Settings > Data controls. **Claude** Privacy > Help improve Claude. **Gemini** Activity > Gemini Apps Activity. Check memory settings while you're there.

→ A small team can get this done in a couple of hours.

4 You don't need real customer data to find direction

→ Swap names for “Customer XYZ” and you still get the same trends. Use fake data in prototypes you show prospects.

→ **Demo:** Microsoft's free, open source Presidio redacted 1,000 CRM contacts on the laptop and swapped names for IDs. Claude found the themes in deals stuck in security review without seeing a single name, then a script mapped the IDs back. Claude wrote both scripts.

→ As a founder, you're after direction, not who said what. Dumping raw exports is easier, but that's where the risk is.

5 Keep your crown jewels local

→ Algorithms, pricing engines, proprietary specs: run them through a local model so they never leave your machine.

→ **Demo:** Ollama running Gemma, Google's open model. It works, but it's slower and needs a powerful computer. Qwen is a faster option. Renting a server can end up costing as much as a business plan.

6 Get ready for the security questionnaire

→ Even one enterprise customer will ask: Which AI tools touch our data? Do vendors train on it? How long is it kept, and where? Is there a subprocessor list and a signed DPA? Who on your team can use AI with our data? Can agents reach production with it?

→ Answer before they ask: one approved tool per job on a business plan, signed DPAs, a list of your AI vendors and a one-page AI policy.

7 Agents aren't employees

→ If your agent breaks something, you're liable, not the vendor.

→ Start with read and draft. A person signs off on anything that gets sent, deleted, paid for or published. You can open the gates later.



→ Agents will hit your product too. Rate limit everything, MCP servers included, and use AI to run QA on a local copy before launch.

Get the workshop deck and the AI settings checklist
workshops.momentumproductco.com/ip-and-security (pop in your email for access)

Not legal advice. Current as of Oct 21, 2026. These tools change fast, so check before you rely on it.

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