ChatGPT Enterprise

ChatGPT Enterprise adds enterprise-level security, enhanced privacy, and data agreements to ChatGPT, the leading provider of generative AI, ensuring that it can be leveraged responsibly with University data. **No data entered in the Wharton ChatGPT Enterprise workspace is used for training Open AI's models.**

ChatGPT Enterprise also features:

- Access to the latest model, GPT-4o
- Priority access to new features
- Faster processing
- Higher token limits
- Sharable custom GPTs
- DALL-E image creation

> Before you start:
>
> ChatGPT Enterprise will be available to:
>
> - All Wharton Faculty
> - Fulltime Wharton Staff
> - Wharton MBA and PhD students (for the fall semester)
> - University students taking Wharton graduate classes

> **No confidential data should be uploaded to any ChatGPT workspace outside the Wharton ChatGPT Enterprise space.** If you have any questions about this, please contact our Information Security Office. Refer to the Security and Data section for more information.

ChatGPT Enterprise Benefits

You may already have a free ChatGPT account; Wharton ChatGPT Enterprise includes everything in your free account and adds on several enhancements.

Enhanced Privacy

Data entered into the Wharton ChatGPT Enterprise workspace is never used by OpenAI to train its AI models. This means some University confidential data can be used with Wharton ChatGPT Enterprise. Please see the above section on "Security and Data" for more information.

Proven Models

Wharton ChatGPT Enterprise accounts have access to the GPT-4o model. You can also switch to GPT-4 or GPT-3.5 with a single click, if those models are better suited to the task at hand.

Custom GPTs

GPTs are a custom-tailored version of ChatGPT that you can create with no code to accomplish various tasks. These GPTs can be shared with other Wharton ChatGPT Enterprise users (more details about how this sharing will work will be available shortly).

> Custom GPTs cannot, at the moment, be exported from the Wharton ChatGPT Enterprise workspace.

More Processing Power and Tokens

Wharton ChatGPT Enterprise users have priority access to resources for their tasks, higher per-conversation token limits (xx tokens), and the ability to upload unlimited documents to a conversation. GPTs are limited to 20 files 512 MBs a file per GPT.

API Access

Wharton ChatGPT Enterprise includes API access for faculty and staff (students must work with a sponsoring faculty or staff member willing to both fund and accept risks for projects requiring API access).

If you have a project that requires API access, please contact your Wharton Computing Representative. API Access is currently a pilot as we work on a more robust API service.

Refer to "ChatGPT Enterprise API Usage" for API security information.

Access

Wharton's ChatGPT Enterprise workspace is available to some members of the Wharton community. The following table lists who has access and how long that access lasts:

Wharton Community Member Type	
Length of Access	
Standing Faculty & Full-time Staff	
Contingent on an active association with Wharton.	
MBA, WEMBA, and PhD Students	
Until graduation.	
University students taking Wharton graduate courses	
For the duration of the enrolled course.	

Logging in

To log into ChatGPT Enterprise:

1. Go to chatgpt.com, or download one of the ChatGPT apps.
2. Click the **Log in**.
3. Enter your email address as <pennkey>@upenn.edu.

Welcome back

Email address*

<pennkey>@upenn.edu

Continue

Don't have an account? Sign up

OR

Continue with Google

Continue with Microsoft Account

Continue with Apple

Terms of Use | Privacy Policy

4. Click **Continue**.
5. You will be taken to the PennKey login screen.
6. Enter your PennKey username and password.
7. Confirm with Two-Step.
8. You're now logged into Wharton's ChatGPT Enterprise workspace.

Already Have a ChatGPT account?

If you have a personal or paid ChatGPT account, we recommend that you switch to using the Wharton ChatGPT Enterprise service. Not only does it grant you access to a range of enhanced features, but it also will protect your data and the School's.

Please reach out to your Wharton Computing Representative for help migrating custom GPTs to your Wharton ChatGPT Enterprise account.

Security and Data

The University's contract with OpenAI ensures that no data uploaded to Wharton's ChatGPT Enterprise workspace is used to train any of their AI models.

> **Submission of University Confidential Data requires the use of a Penn/Wharton-approved enterprise generative AI tool, like ChatGTP Enterprise.** Use of University Confidential Data in any other generative AI tool, whether a free or for-fee service, is prohibited.

Additionally, the contract includes data protections that enable ChatGPT Enterprise to be used with some kinds of data the University defines as confidential. The following table lists university data classifcations and data types and if they can be used within Wharton ChatGPT Enterprise:

Data Type	Allowed in ChatGPT Enterprise	
Low		
Yes.		
Moderate		
Yes - We recommend connecting with the Wharton Information Security Office on these usages of ChatGPT Enterprise.		
High*		
Yes - Connecting with the Wharton Information Security Office on these usages of ChatGPT Enterprise is required.		
HIPAA/Protected Health Information		
No. HIPAA data should not be uploaded to ChatGPT Enterprise. Contact the Wharton Information Security Office if you require using HIPAA data.		

Generative AI -- Best Practices and Resources includes a lot of good information about using generative AI tools at Penn.

ChatGPT Enterprise API Usage

Using the ChatGPT Enterprise API to interconnect to any University-managed system or application requires review by the Wharton Information Security Office and Wharton Computing. *Interconnection is the direct integration or connection between the AI tool and a system managed by the University.*

Managed system examples include (but are not limited to):

- Endpoints (Wharton Computing-managed computers, printers and other devices).
- Servers
- Applications (on-premise and cloud-based)
- Data Sources
- IoT Devices

Resources

Video Tutorials

OpenAI has produced several short video tutorials:

- Introduction to OpenAI, ChatGPT Enterprise, & Prompt Engineering (15min)
- Prompt Engineering (7 min)
- Introduction to GPTs (Concept, Best Practices, Building) (5 min)
- Advanced GPTs: Using Custom Actions (5 min)
- Quick High-Value Tips (2 min)

Documentation

OpenAI has a lot of great documentation about ChatGPT Enterprise, but there are two resources that are particularly useful:

- Prompt Engineering Best Practices: This is a must-read, as it offers many tips for crafting the perfect prompt.
- GPTs for Business Cookbook: Creating your own GPT is a sort of superpower of ChatGPT Enterprise, and this cookbook walks you through the process and lays out some best practices.

Live Webinars

OpenAI runs live weekly webinars designed to introduce people to what ChatGPT Enterprise can do.

There are two webinars, both of which require registering in advance:

- ChatGPT Enterprise 101: A Guide to Your AI Work Assistant: This webinar includes an overview of the product, prompt engineering tips & tricks, advanced data analysis, and an intro to custom GPTs. Register for the 101 webinar
- ChatGPT 102: Applying AI to Do Your Best Work - This webinar covers using data analysis to improve critical thinking and building GPTs. Register for the 102 webinar.

Student Opportunities

The Wharton AI & Analytics Initiative has several resources for students, including:

- Modules and Courses
- Engagement Opportunities
- Jobs and Internships

Questions?

Please contact your Wharton Computing representative with any questions regarding Wharton ChatGPT Enterprise.

Please contact Wharton's Information Security Office with any questions you may have about data policies and connecting ChatGPT Enterprise to University systems.