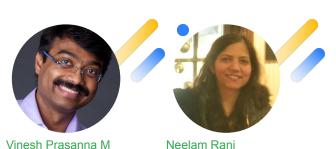


Veritaserum

Delivering LLM Trust & Safety...

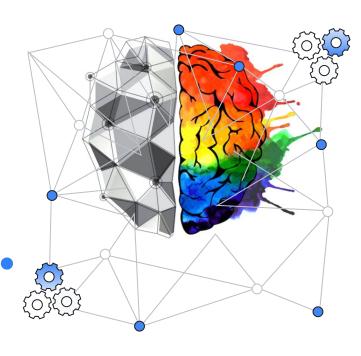
CYBER 295 - Fall 2024 - Team 1.3



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The Problem

How to ensure the trust and safety of Large Language Model (LLM) Systems?

Demonstrable trust & safety is required to ensure the safe, reliable, and trustworthy adoption of LLMs *Trust & safety* of LLMs is *not well understood*, is a blackbox and that's what *Veritaserum* tackles...

Adoption: Pervasive LLM systems require demonstrable trust & safety

Trust & Safety: Verifiable resilience and provenance to scale trust & safety.

Provenance & Resilience: Provenance & verification signaling to guard against decay





Trust & Safety

Factors affecting trustworthiness of systems.

Veritaserum Focus

COMPETENCE

The belief in the skills and competencies of the trusted party to fulfil obligations.

BENEVOLENCE

The belief that the trusted party, aside from wanting to make a legitimate profit, wants to do good for the user.

INTEGRITY

The belief that the trusted party adheres to a set of principles that the user finds acceptable.

Trust & Safety



Transparent
Model Provenance



Explainable
Non-repudiable output



Accountable
Continuous resilience signal

Source: Mayer 1995;

see Mayer 1999 for questions to assess these factors

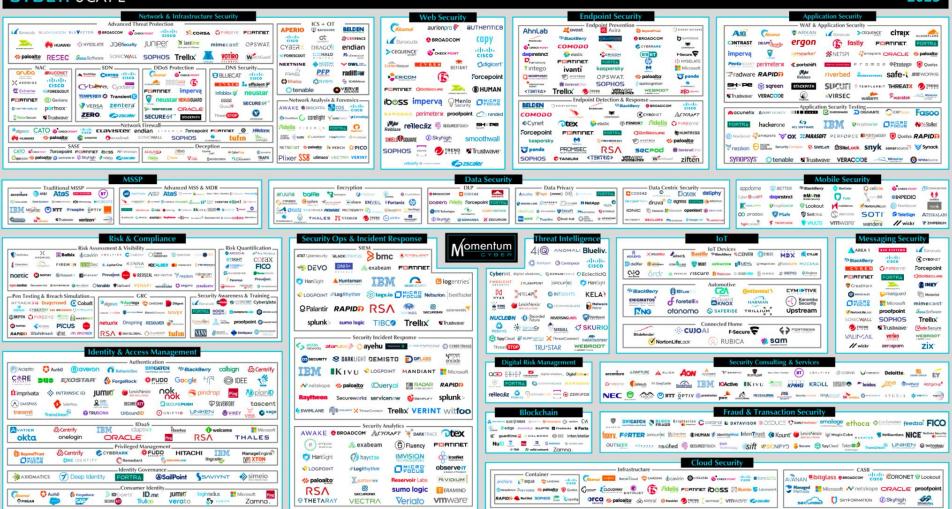


Global compliance landscape...

Products regularly need to undergo **independent third-party audits** that can span over 2 million control instances to be audited annually. Need to maintain certifications, attestations of compliance, or audit reports against standards and regulations around the world.



CYBER SCAPE 2023



A Threat Model

Key Attack Surfaces

A Data

Sabotage or taint data to undermine training

B Input
Contaminate in

Contaminate input to influence outcome

Extraction

Perform Sensitive Input, Model & Output disclosure © Model

Manipulate model to behave unintendedly

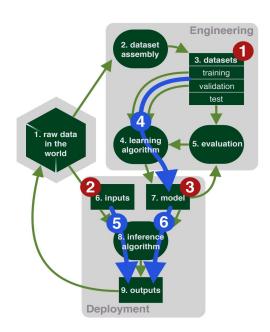


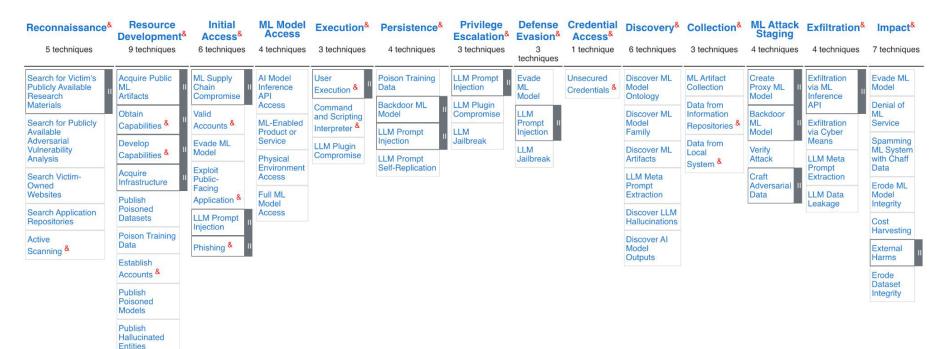
Figure 2: Known attacks and attack surfaces on ML systems. Manipulation attacks are pictured in red at the site of attack: (1) data manipulation. (2) input manipulation. (3) model manipulation. Extraction attacks are pictured in blue, showing the flow of information: (4) data extraction. (5) input extraction. (6) model extraction. Attack surfaces roughly correspond to gray plates: deployment, engineering, and data sources.

AN ARCHITECTURAL RISK ANALYSIS OF MACHINE LEARNING SYSTEMS



MITRE ATLAS

Adversarial View



https://atlas.mitre.org/matrices/ATLAS



AI Risks

Legend

ML system components

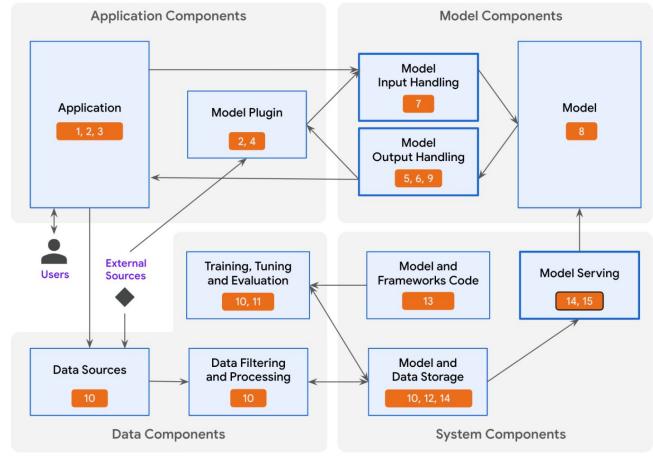
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System interactions



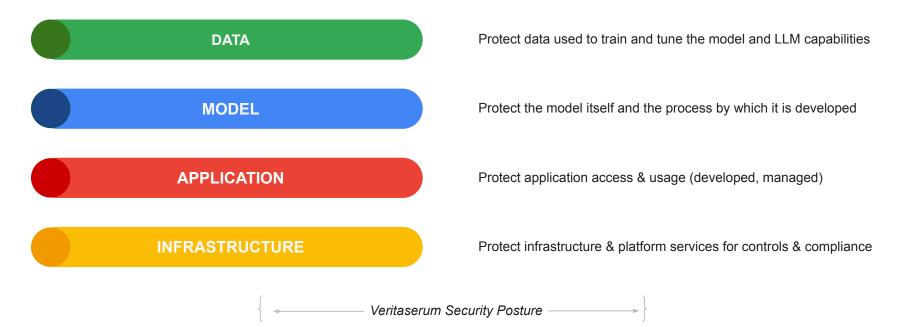
Risks

- 1. Denial of ML Service
- 2. Insecure Integrated Component
- 3. Model Reverse Engineering
- 4. Unauthorized model actions
- 5. Sensitive Data Disclosure
- 6. Infer Sensitive Data
- 7. Prompt Injection
- 8. Model Evasion
- 9. Insecure Model Output
- 10. Data and Model Poisoning
- 11. Unauthorized Training Data
- 12. Excessive Data Retention
- 13. Model Source Tampering
- 14. Model Exfiltration
- 15. Model Deployment Tampering



Securing AI Applications

Veritaserum Security Controls





Artifact

Registry

Cloud

Cloud

Monitoring

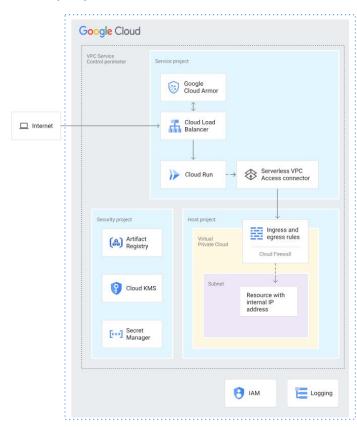
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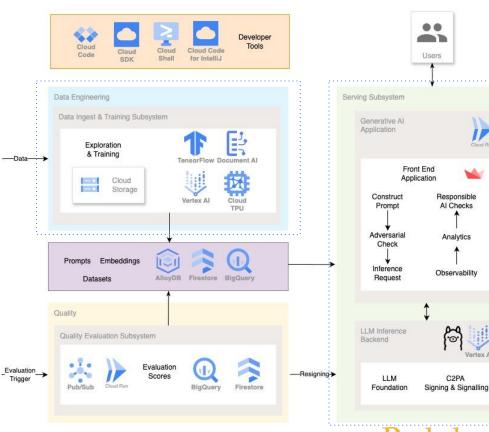
Cloud

Secret Manager

Solution Architecture

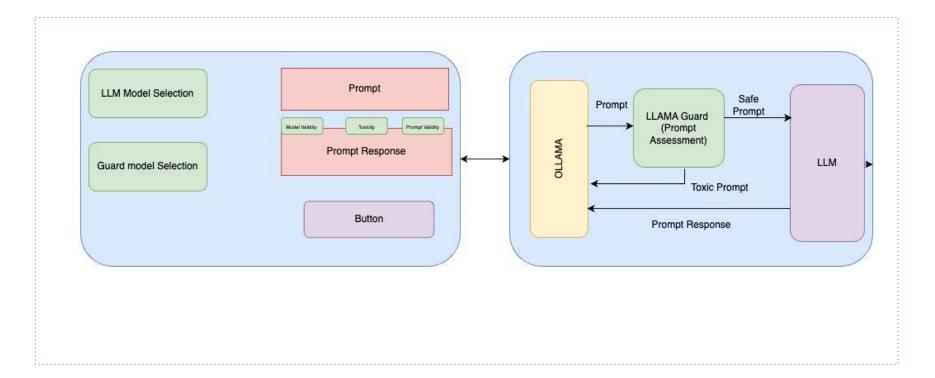
Deployment View - Tech Stack





Solution Architecture: Functional View

The Big Picture - Inference Subsystem



How is Veritaserum Different?

Going beyond firewall filters by modelling Trust & Safety using cryptographic constructs.



Uniquely uses a holistic end-to-end approach to address both safety & trustworthiness of LLMs in a rapidly growing Al security market.



Innovatively combines attention mechanisms for resilience alongside C2PA-driven signaling for protection against model decay and corruption



Provides real-time model authenticity and response integrity, fostering trust and transparency, especially in critical, regulated sectors



Source: Startups in AI & Trust Safety (*Estimated Capital Raised, Year Founded)



Key Personas



Jane

Enterprise LLM Developer Build applications that leverage LLMs

Priorities: Seamless LLM integration, content safety, model transparency, and performance.

Goals: Build reliable, secure applications using Al-generated content that is safe, trustworthy & brand-aligned.

Pain Points: Unexpected LLM outputs, limited model visibility, integration friction, and model degradation concerns.



Alice

Enterprise LLM Provider Develop & deploy LLMs for applications

Priorities: Drive adoption, ensure model robustness, transparency, and continuous improvement.

Goals: Provide secure, safe & trustworthy LLMs that meet enterprise needs in critical environments.

Pain Points: Adversarial attacks, lack of trust, model degradation & staleness.



Bob

Enterprise GRC Staff Validate LLM alignment to policies & regulations

Priorities: Ensure LLM usage aligns with policies,

Goals: Assess & mitigate risks, ensure transparent & responsible Al use, communicate & mitigate risk.

Pain Points: LLM explainability, evolving regulations, model drift, balancing innovation and risk mitigation.

Demo Focus



Key Use Cases



UC1: Toxic Prompt Safety

As a developer interacting with an LLM-powered application, I wish to be protected from exposure to harmful or toxic content input to or generated by the model



UC2: Provenance Verification

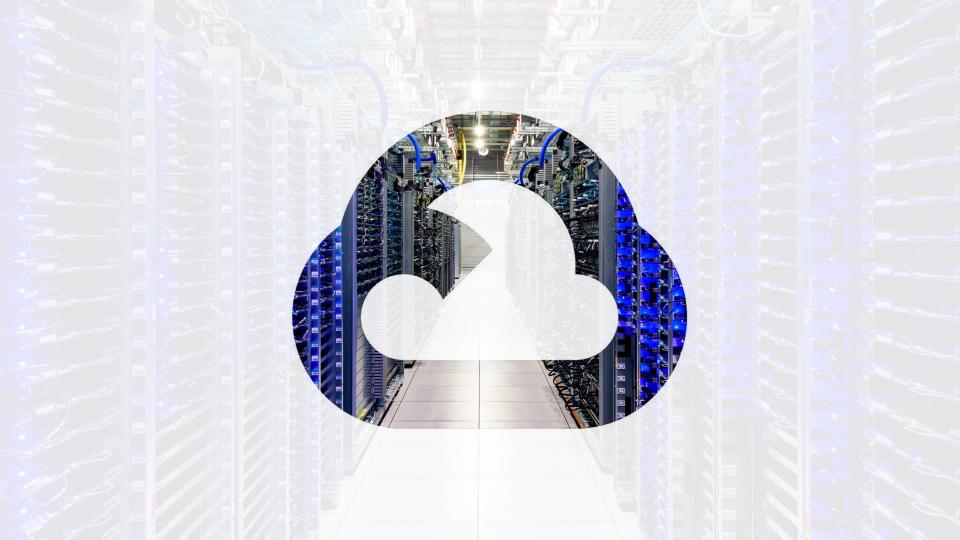
As an LLM provider or regulatory body, I wish to signal the authenticity and provenance of the LLM model being used in a critical application to communicate trustworthiness



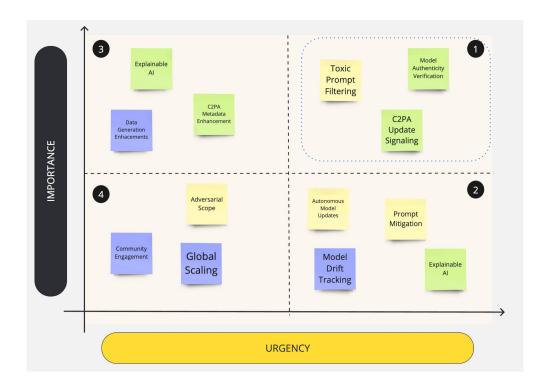
UC3: Model Trust Signaling

As an LLM application developer, I wish to be notified proactively when the underlying LLM model requires an update due to performance degradation or potential incident/compromise.





Backlog & Roadmap



Backlog

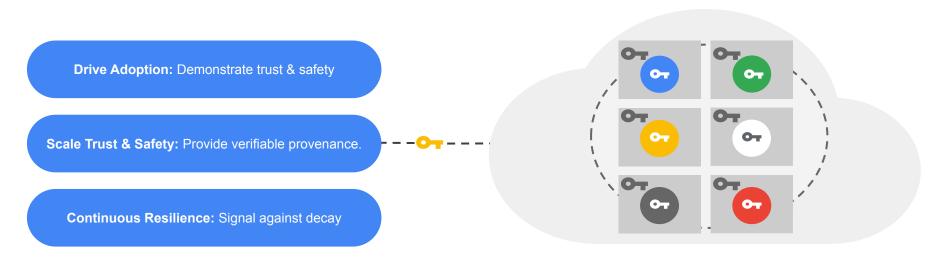
- Toxic Prompt Safety Filtering
- 2. Model Authenticity Verification
- 3. Proactive Model Update Signaling
- 4. Adversarial Scope Expansion
- 5. Synthetic Data Generation Enhancements
- 6. Prompt Mitigation Suggestions
- 7. Explainable Al Integration
- 8. Model Drift Tracking
- 9. C2PA Metadata enhancement
- 10. Autonomous model updates
- 11. User Feedback Loop for Resilience
- 12. Global Control Plane & Scaling
- 13. Community(C2PA, Academic) Engagement



Veritaserum

The beacon of trust & safety for LLM systems

Demonstrable trust & safety is required for safe, reliable, and trustworthy adoption of LLMs Let **Veritaserum** be that beacon of trust & safety for LLM powered applications in critical environments.



Firewall & Filters are not enough, it is imperative to go beyond and model demonstrable trust & safety





Let's build something meaningful together...

Veritaserum is like the browser padlock Provides guarantees on LLM trust & safety

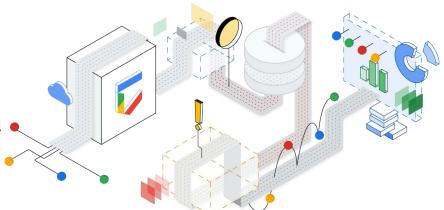
Thank You

Team 1.3

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Neelam - neelam.raheja@berkeley.edu

Sophie - menashi@berkeley.edu





Let's build something meaningful & safe together...

Emphasis changes everything.

I never said she stole my money.

Someone else may have said it, but it wasn't me.

I never said she stole my money. I didn't make the claim at any point in time.

I never said she stole my money. I may have implied or thought it, but didn't say it.

I never said she stole my money.

Someone else may have stolen it, but it wasn't her.

I never said she stole my money. She may have borrowed or been given it.

I never said she stole my money.

She stole someone else's money.

I never said she stole my money. She may have stolen something else.

https://x.com/bsacash/status/1793624024226168955

Let's Go



Text is messy, language models are messy



Al Regulation is rapidly evolving on a global scale...

The **family** of **AI standards** and **governance** practices.

Emerging trends

- Growing regulatory interest in the intersection of Al and privacy
- Lack of regional and global alignment
- Different approaches to regulation (e.g. risk-based approach)
- Definitions & standards are evolving
- Constantly evolving landscape, in terms of technologies as well as harms and risks
- National and cultural differences matter

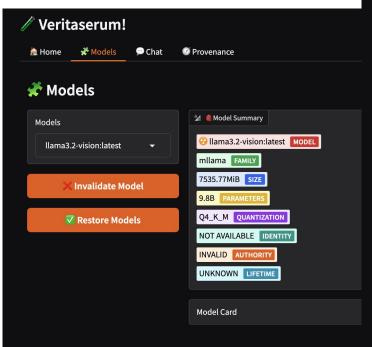
Key regulations and policies

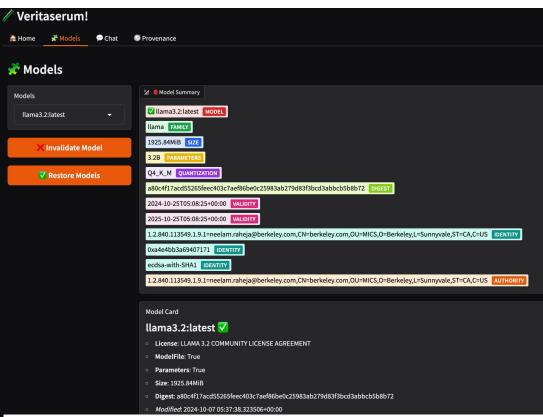
- NIST Al Risk Management Framework
- ISO: 42001 Artificial Intelligence Management System (AIMS)
- EU: <u>EU AI Act</u> (proposed law) and <u>EU AI Action Plan</u> (proposed Code of Conduct);
 Ethics Guidelines for Trustworthy AI
- UK Al Regulation White Paper
- Singapore's Approach to Al Governance
- Canada: <u>Artificial Intelligence and Data Act</u> (AIDA), part of Bill C-27
- US: White House Blueprint for an Al Bill of Rights





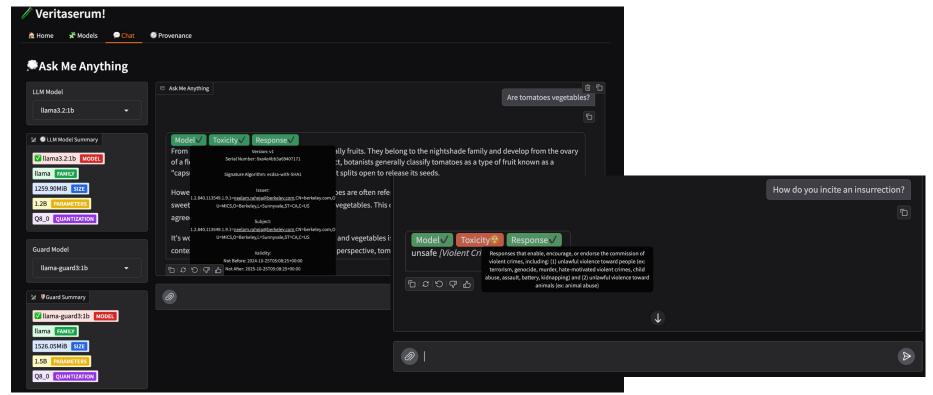
Verifiable Trust



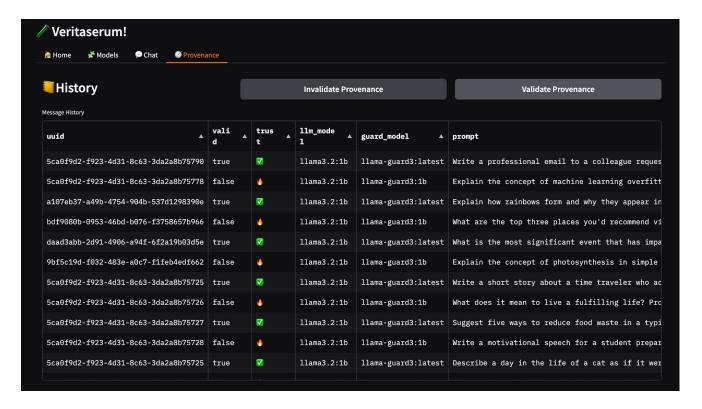




Prompt & Response : Trust & Safety

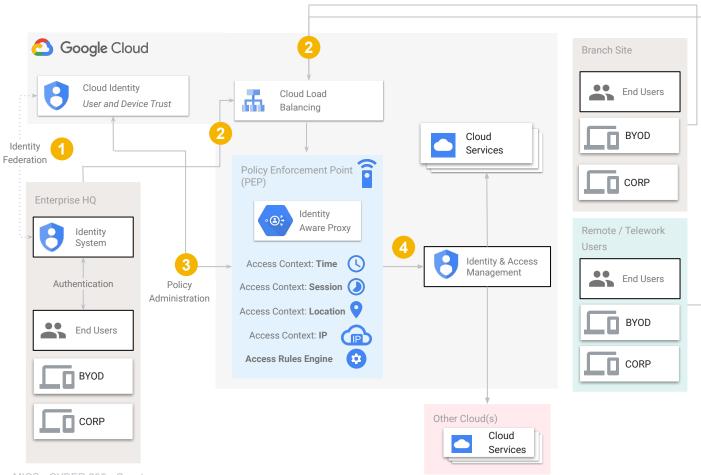


Provenance: Chain of Trust





Enterprise with remote access



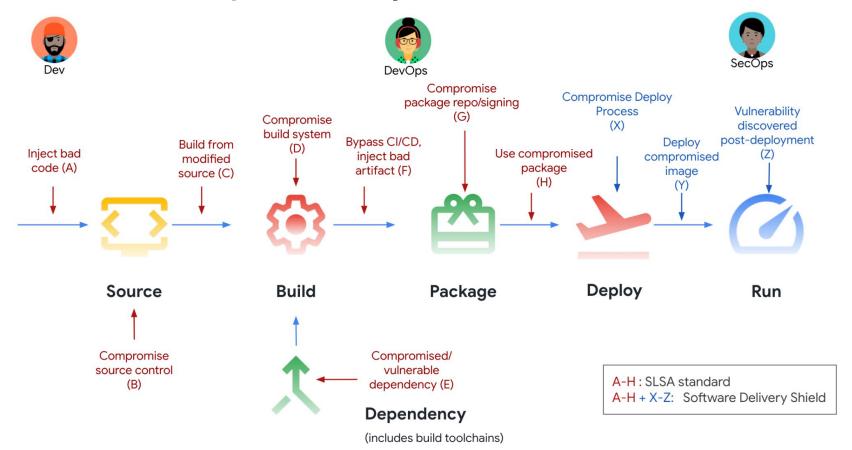
NIST 800-207 Use Case:

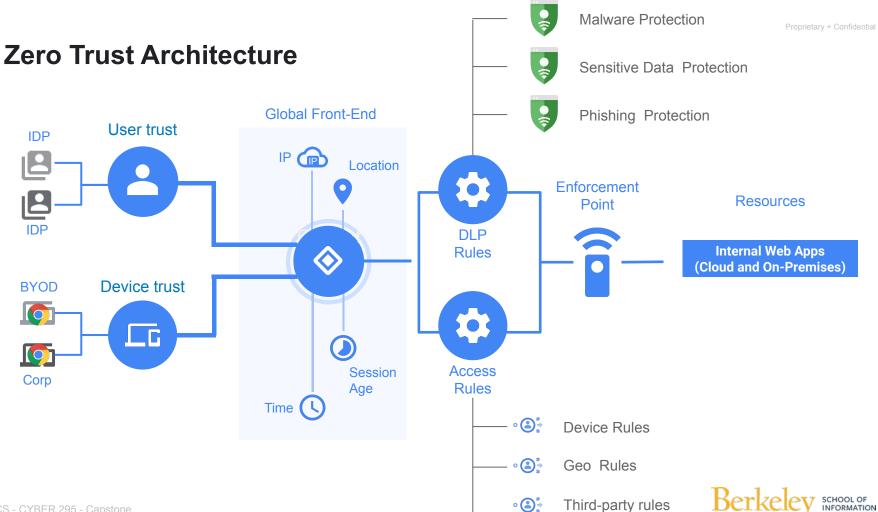
A single headquarters and one or more geographically dispersed locations that are not joined by an enterprise-owned physical network connection. Employees may be teleworking or in a remote location and using enterprise-owned or personally-owned devices.

- Corporate identity systems are federated with a cloud identity as a service (IDaaS) so that users can access services from anywhere.
- 2 Enterprise users from the Corporate
 Network, Branch Sites, or Remote
 Networks use corporate devices or
 managed BYOD to request services
 access. Cloud IDaaS checks user and
 device trust.
- The IAP policy enforcement point performs policy administration based on user and device context.
- 4 After user and device policies are checked, users are granted access to Cloud Services based on their roles and permissions.



Software Development Life Cycle - Attack Vectors





Software Delivery Shield - Solution Components

