

# Use of generative AI to suggest Data Quality rules

<b>AI feature description</b>	This feature leverages generative AI to analyze column metadata, profiling statistics, and catalog context within Collibra Data Quality to automatically discover and suggest data quality rules.
<b>Feature optional?</b>	Yes
<b>Model</b>	Model Type: Google Vertex AI Gen AI?: Yes Owner: Google
<b>Intended use</b>	This feature is intended to assist with generating data quality rules within the Collibra UDQ tool.
<b>Model training/retraining data</b>	Collibra relies on the training data leveraged by Google Vertex AI as shipped. For more information, please see the <a href="#">Google Vertex AI Product Documentation</a> .
<b>Model input</b>	Column metadata, existing rule data, asset information.
<b>Model output</b>	Suggested data quality rules .
<b>Is input data used to train the model for general product improvement purposes?</b>	No
<b>Data storage and retention</b>	All Collibra storage locations are referenced <a href="#">here</a> . Retention is concurrent with customer environment retention.
<b>Human in the loop?</b>	Yes. Suggested data quality rules are reviewed and selected by the user.
<b>Is personal data processed?</b>	Personal data is not intended to be included in the model input data, but if it is, its processing is subject to the customer's data privacy terms and conditions with Collibra under its Master Cloud Agreement. You can find our standard, customer facing privacy terms <a href="#">here</a> .
<b>Other considerations</b>	None