

# HaystackID®

## Generative AI: A Personal Exploration from eDiscovery to Reimagined Opportunities in Law and Business

SOLID West

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HAYSTACK®

# Esther Birnbaum

*Executive Vice President of Legal Data Intelligence  
HaystackID*



**Esther Birnbaum** is an attorney and thought leader in eDiscovery and Generative AI (GenAI) and brings over a decade of expertise in optimizing processes at the intersection of law and technology. Esther previously served as Associate General Counsel at Interactive Brokers LLC, focusing on AI-enhanced workflows and process efficiency.

At HaystackID, Esther leads the development and use of AI technologies to harness actionable insights from legal data, streamline workflows, and improve decision-making across eDiscovery, compliance, and information governance.

# The Journey



1. Document Review
2. AI and Analytics
3. Outside Counsel
4. In-House Counsel
5. Generative AI

# Construction Litigation: Image Review #1



## Coding Layout

Edit

Construction Litigation Imag... ▼



### Structural Defects

PROMPT: There is a collection of digital images from a construction site in a litigation case involving possible structural defects. Identify any cracks, foundation issues, or other relevant anomalies that could support a claim of faulty construction or breach of contract.

**Structural Defects** Relevant

**Structural Defects Summary** Image shows a visible vertical crack in the concrete foundation, approximately 1/8 inch wide and extending from the base of the wall upwards. The crack is located near the center of the image and appears to run through the entire thickness of the foundation. This defect may indicate settling or stress in the foundation, which could compromise structural integrity if left unaddressed. No evidence of exposed rebar or missing support elements is visible in this image.

### Safety Violations

PROMPT: There is a collection of digital images from an active construction site. The objective is to identify potential safety violations or risks in each photo. This may include missing personal protective equipment (PPE), improper use of scaffolding or ladders, unsecured tools or materials, inadequate guardrails, and other hazards that could lead to accidents or liability.

**Safety Violations** Not Relevant

**Safety Violations Summary** The image shows a close-up view of a concrete foundation with a visible crack. There are no workers, equipment, or other elements that could indicate safety violations related to PPE, scaffolding, or other construction site hazards.

# Construction Litigation: Image Review #2



## Coding Layout

Edit

Construction Litigation Imag... 

### Structural Defects

PROMPT: There is a collection of digital images from a construction site in a litigation case involving possible structural defects. Identify any cracks, foundation issues, or other relevant anomalies that could support a claim of faulty construction or breach of contract.

**Structural Defects** Not Relevant

**Structural Defects Summary** The image shows construction workers on scaffolding with no visible cracks, fractures, or defects in the wall. The surface appears even, and there are no signs of poor workmanship or materials such as exposed rebar or missing support elements.

### Safety Violations

PROMPT: There is a collection of digital images from an active construction site. The objective is to identify potential safety violations or risks in each photo. This may include missing personal protective equipment (PPE), improper use of scaffolding or ladders, unsecured tools or materials, inadequate guardrails, and other hazards that could lead to accidents or liability.

**Safety Violations** Relevant

**Safety Violations Summary** The worker on the left is climbing the scaffolding without using a ladder or proper access point, which is a violation of OSHA standard 1926.451(e)(1). This poses a high risk of fall injury. The scaffolding does not appear to have guardrails on all sides, which is a violation of OSHA standard 1926.451(g)(1). The worker on the scaffolding is not using a safety harness, which is a violation of OSHA 1926.451(g) for fall protection.

# PII Identification, Classification, and Extraction

**EMPLOYEE INFORMATION FORM**  
Please complete all sections of this form. The information provided will remain confidential and will be used solely for employment-related purposes.

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**PERSONAL INFORMATION**  
Full Legal Name: Patrick John Sullivan  
Preferred Name (if different): \_\_\_\_\_  
Date of Birth (MM/DD/YYYY): 1/16/1980  
Social Security Number (SSN): 474-11-3762  
Home Address:  
Street: 504 E 38th St  
City: Hibbing State: MN ZIP: 55431  
Primary Phone Number: (218) 262-2220  
Email Address: Pj11@gmail.com  
Marital Status:  Single  Married  Divorced  Widowed

**TAX & PAYMENT INFORMATION**  
W-4 (Federal Tax Withholding) Submitted:  Yes  No  
State Tax Withholding Form Submitted:  Yes  No

Banking Information for Direct Deposit:  
Bank Name: US Bank  
Routing Number: \_\_\_\_\_  
Account Number: 104551033231  
Account Type:  Checking  Savings

**ACKNOWLEDGMENT & SIGNATURE**  
I confirm that the information provided is accurate and complete to the best of my knowledge. I understand that false statements or omissions may result in disciplinary action, up to and including termination of employment.

Employee Signature: [Signature] Date: 2/2/2025  
HR Representative Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Coding Layout**

Edit Data Classification - Constru...

Data Classification

**Document Summary** This document is an Employee Information Form containing personal details about an employee named Patrick John Sullivan. It includes his address, date of birth, social security number, marital status, banking information for direct deposit, and contact information. The document is signed and dated by the employee, confirming the accuracy of the information provided.

**Data Classification** Confidential

**Classification Explanation** The document contains sensitive personal information such as social security number, banking details, and other personal identifiers that should be accessible only to authorized personnel.

**Data Format** Unstructured data

**Doc Type** Employee Information Form

**PII Types** Address  
Date of Birth  
Email  
Financial Account Numbers  
Full Name  
Phone  
Social Security Number

PII Extraction

<b>First Name</b>	Patrick
<b>Middle Name</b>	John
<b>Last Name</b>	Sullivan
<b>Address</b>	504 E 38th St, Hibbing, MN 55431
<b>Date of Birth</b>	1/16/1980
<b>Email</b>	pj11@gmail.com
<b>Phone</b>	218-262-2220
<b>Social Security Number</b>	474-11-3762
<b>Financial Account Numbers</b>	104551033231
<b>Medical</b>	No

# PII Auto-Redaction

**EMPLOYEE INFORMATION FORM**  
Please complete all sections of this form. The information provided will remain confidential and will be used solely for employment-related purposes.

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**PERSONAL INFORMATION**  
Full Legal Name: [REDACTED]  
Preferred Name (if different): \_\_\_\_\_  
Date of Birth (MM/DD/YYYY): [REDACTED]  
Social Security Number (SSN): [REDACTED]  
Home Address:  
Street: [REDACTED]  
City: [REDACTED] State: [REDACTED] ZIP: [REDACTED]  
Primary Phone Number: [REDACTED]  
Email Address: [REDACTED]  
Marital Status:  Single  Married  Divorced  Widowed

**TAX & PAYMENT INFORMATION**  
W-4 (Federal Tax Withholding) Submitted:  Yes  No  
State Tax Withholding Form Submitted:  Yes  No

Banking Information for Direct Deposit:  
Bank Name: US Bank  
Routing Number: \_\_\_\_\_  
Account Number: [REDACTED]  
Account Type:  Checking  Savings

**ACKNOWLEDGMENT & SIGNATURE**  
I confirm that the information provided is accurate and complete to the best of my knowledge. I understand that false statements or omissions may result in disciplinary action, up to and including termination of employment.

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HR Representative Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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PII Extraction

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<b>Middle Name</b>	John
<b>Last Name</b>	Sullivan
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<b>Email</b>	pj11@gmail.com
<b>Phone</b>	218-262-2220
<b>Social Security Number</b>	474-11-3762
<b>Financial Account Numbers</b>	104551033231
<b>Medical</b>	No

# Conclusion

**HaystackID** is excited to collaborate with clients as we navigate the evolving landscape of generative AI. Let's work together to discover what's next and unlock new opportunities in eDiscovery, law, and business!





# Questions?

Learn how we can help you at [HaystackID.com](https://HaystackID.com)  
or reach out to us at [Info@HaystackID.com](mailto:Info@HaystackID.com) / 800.267.9695

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