# Generative models have the memory of an elephant

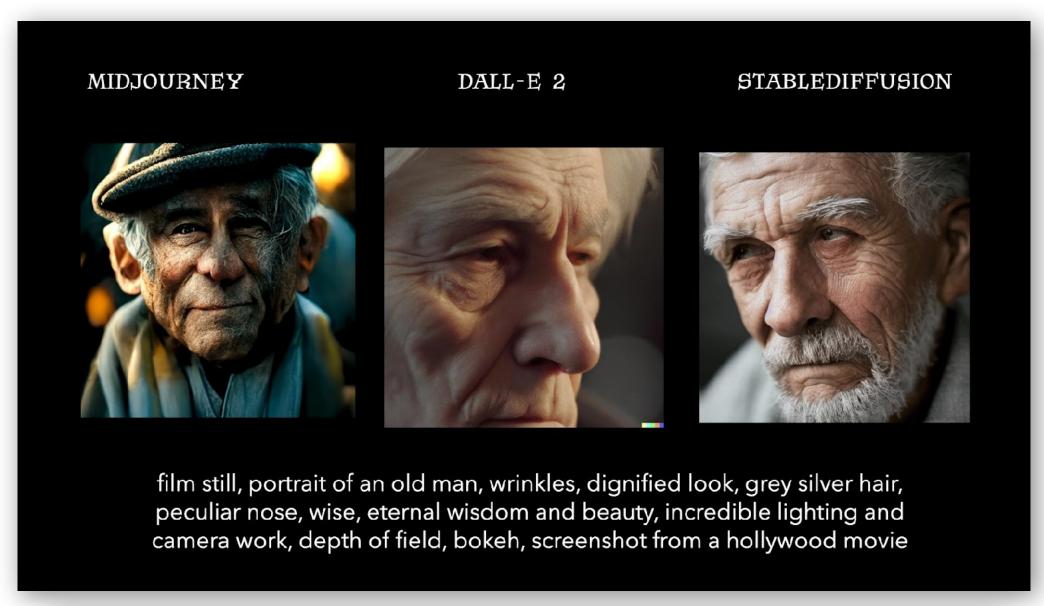
Florian Tramèr ETH Zürich

florian.tramer@inf.ethz.ch

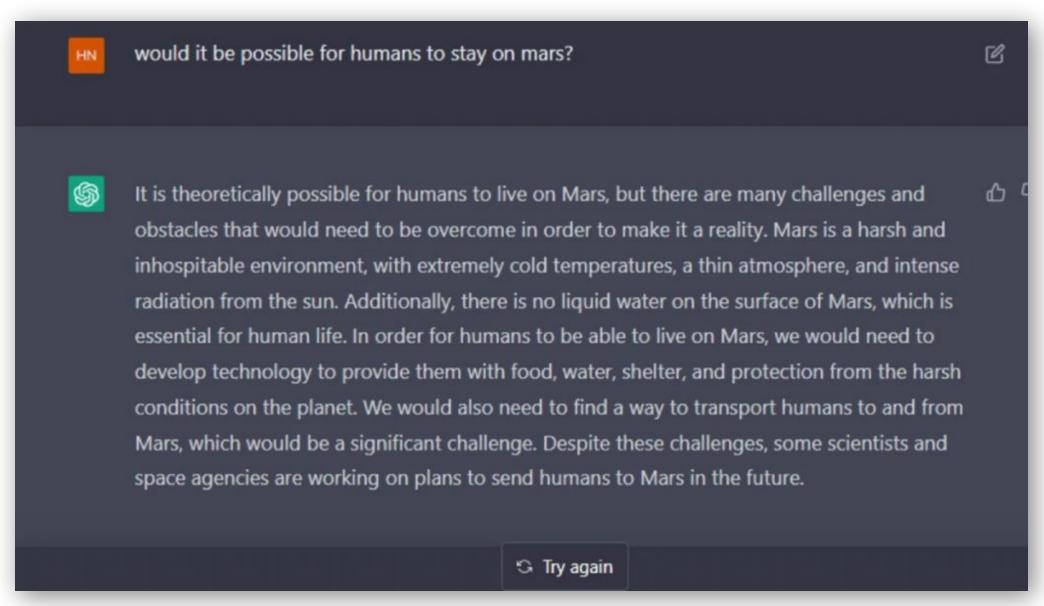
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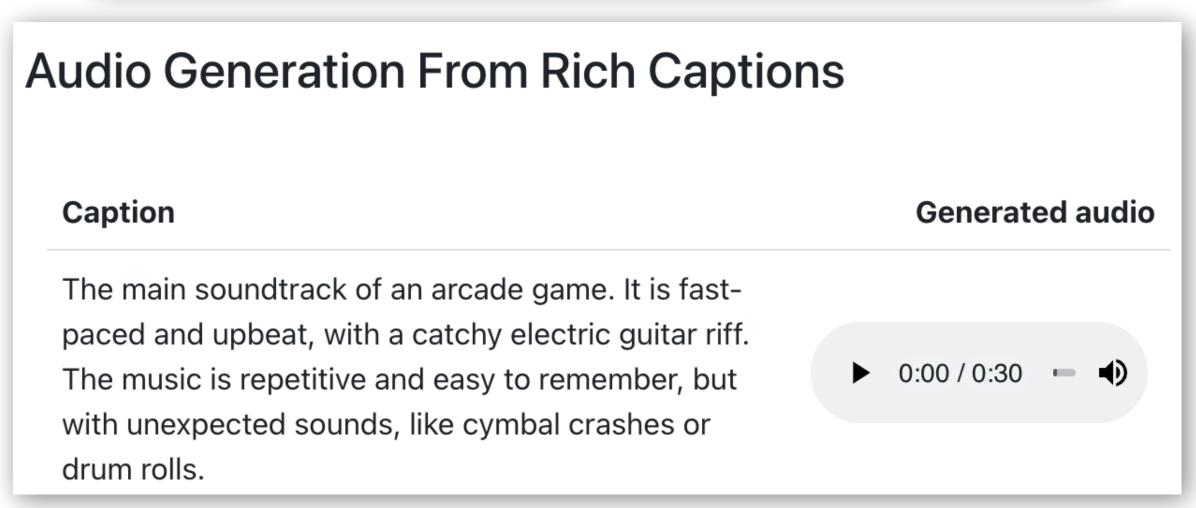


## We're in the age of generative Al.









## "Generative models are safe". \*\*

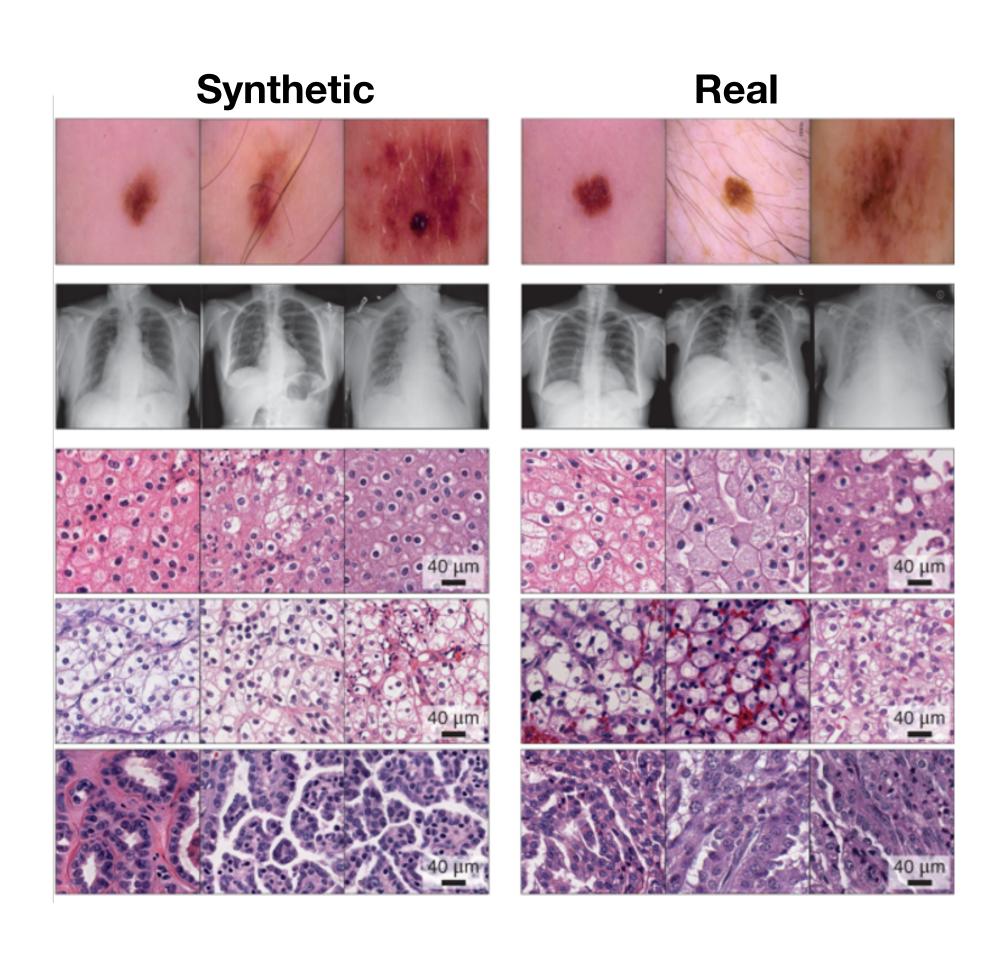


## Al synthetic data that is faster, safer and fairer

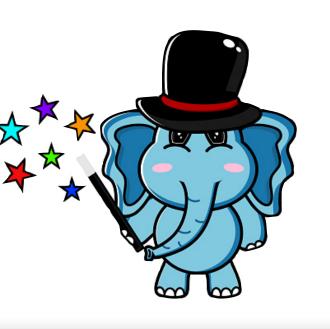
Secure

Obtain privacy-compliant,
utility-preserving
synthetic data for
secure exchange and
analysis





## "Generative models don't memorize".



I've said this many times before... AI doesn't store the images, it just memories the typical mathematical patterns in arts. In other words, AI

Also SD does Not contain Any image in memory. No copies. It's a neural net they're just mathematical weights

It's also flat out wrong. The model does not contain a single "copy" of any artwork. It contains datapoints derived from them, but does not contain - and cannot reproduce - actual copies of anything.

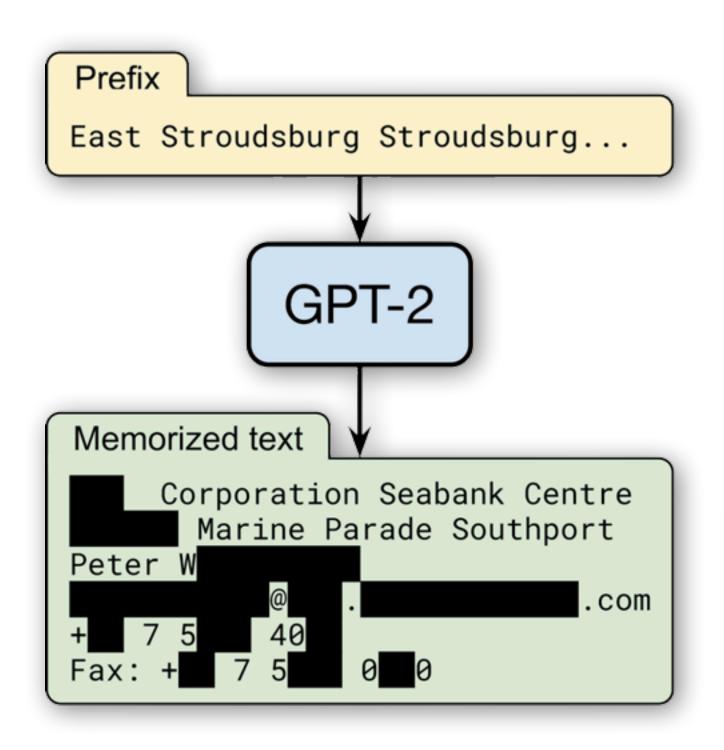
#### There is no "storage" of pictures going on whatsoever.

The pictures are part of the training, but the model itself does not have any images inside it.

It can approximate the reference material, yes, but it cannot reproduce it 1:1. That is the all-important difference, and why referring to generations as "copies" is both disingenuous and deliberately misleading.

The suit entirely misunderstands how stable diffusion and similar diffusion models work. It does not store images it stores information about the essential qualities of objects in images such that it can recreate similar images from noise.

## This talk: extracting training data from generative models.





The escape of the Brazilian boa constrictor earned Harry his longest-ever punishment. By the time he was allowed out of his cupboard again, the summer holidays had started and Dudley had already broken his new video camera, crashed his remote-control aeroplane, and, first time out on his racing bike, knocked down old Mrs Figg as she crossed Privet Drive on her crutches.

Harry was glad school was over, but there was no escaping Dudley's gang, who visited the house every single day. Piers, Dennis, Malcolm, and Gordon were all big and stupid, but as Dudley was the biggest and stupidest of the lot, he was the leader. The rest of them were all quite happy to join in Dudley's favourite sport: Harry Hunting.

This was why Harry spent as much time as possible out of the house, wandering around and thinking about the end of the holidays, where he could see a tiny ray of hope. When September came he would be going off to secondary school and, for the first time in his life, he wouldn't be with Dudley. Dudley had been accepted at Uncle Vernon's old private school, Smeltings. Piers Polkiss was going there too. Harry, on the other hand, was going to Stonewall High, the local public school. Dudley thought this was very funny.

'They stuff people's heads down the toilet the first day at Stonewall,' he told Harry. 'Want to come upstairs and practise?'

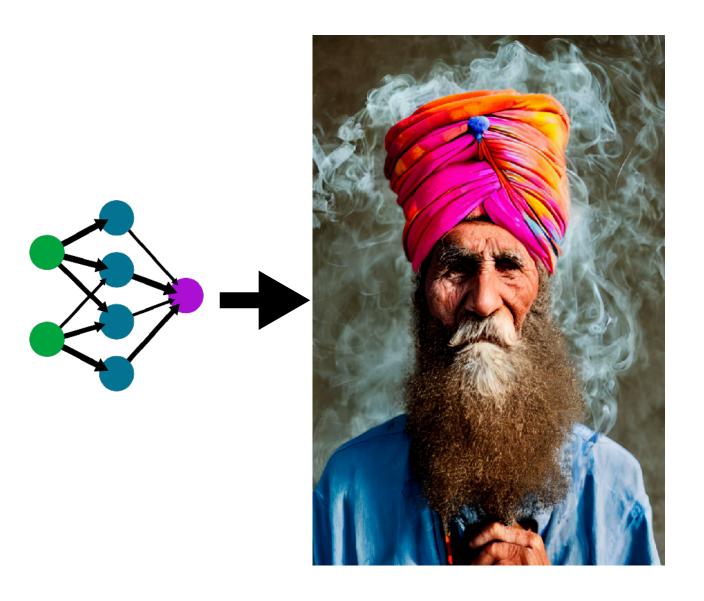
'No, thanks,' said Harry. 'The poor toilet's never had anything as horrible as your head down it — it might be sick.'

## What's a generative model?

Learn data distribution P(x)

Sample from learned distribution



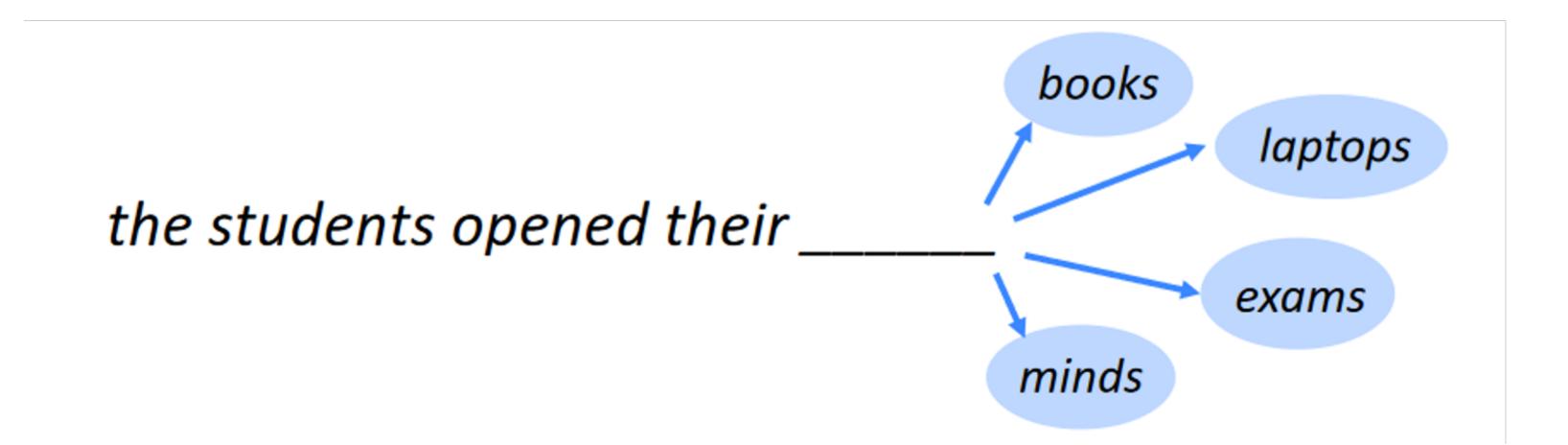


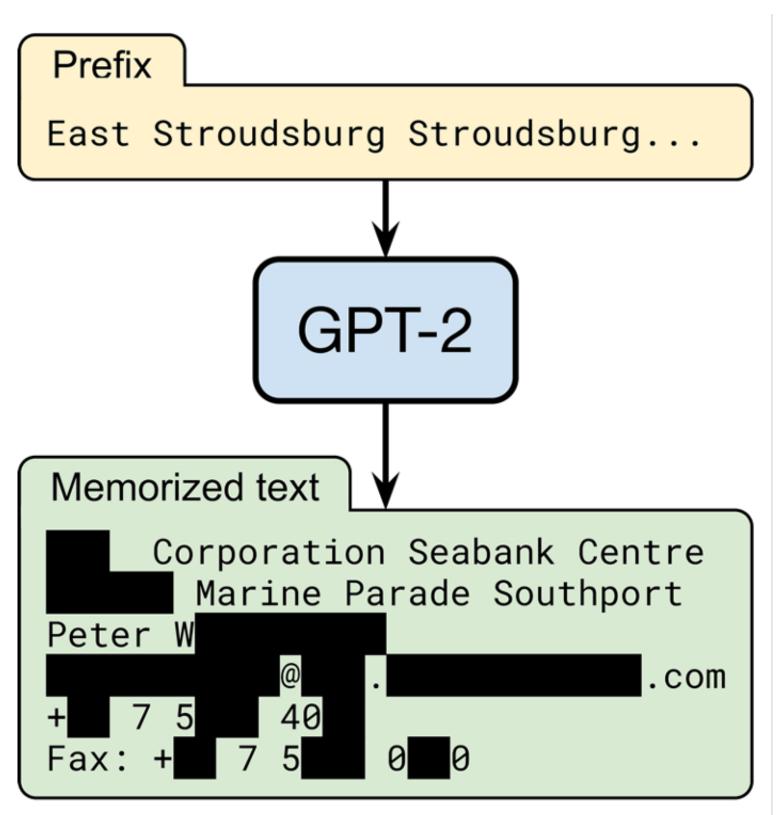
## How to extract data from a generative model?

1. Generate lots of data! (black-box access to the model is typically enough)

2. Filter data with a "membership inference attack" (retain data where the model is "abnormally" confident)

## Extracting text.





Extracting Training Data from Large Language Models.

Carlini, Tramèr, Wallace, Jagielski, Herbert-Voss, Lee, Roberts, Brown, Song, Erlingsson, Oprea and Raffel. USENIX Security 2021

## Step 1: Prompt the model on random inputs.

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## Step 2: Find memorized text.

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## Extracting images.

#### Add noise ("forward diffusion")



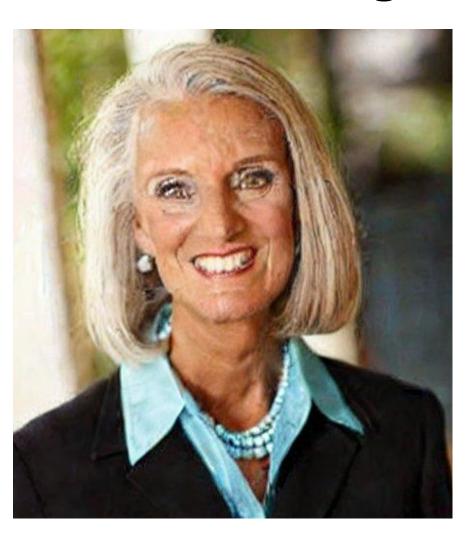
Reconstruct data ("reverse diffusion")

#### **Training Set**



Caption: Living in the light with Ann Graham Lotz

#### **Generated Image**



Prompt: Ann Graham Lotz

### Our extraction attack.

- 0. Find good prompts
- 1. Generate lots of data!
- 2. Filter data that is likely to be memorized

## Search for repeated captions.



- 0. Find good prompts
- 1. Generate lots of data!
- 2. Filter data that is likely to be memorized











Donna Tartt's <i>The Goldfinch</i> Scores Film Ada...



Donna Tartt's <i>The Donna Tartt's <i>The

Goldfinch</i>

Film Ada...



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Donna Tartt's <i>The Goldfinch</i> Scores Film Ada...

Donna Tartt's <i>The Goldfinch</i> Scores Film Ada...

Donna Tartt's <i>The Goldfinch</i> Scores Film Ada...



Goldfinch</i>

Film Ada...

Donna Tartt's <i>The Goldfinch</i> Scores Film Ada...



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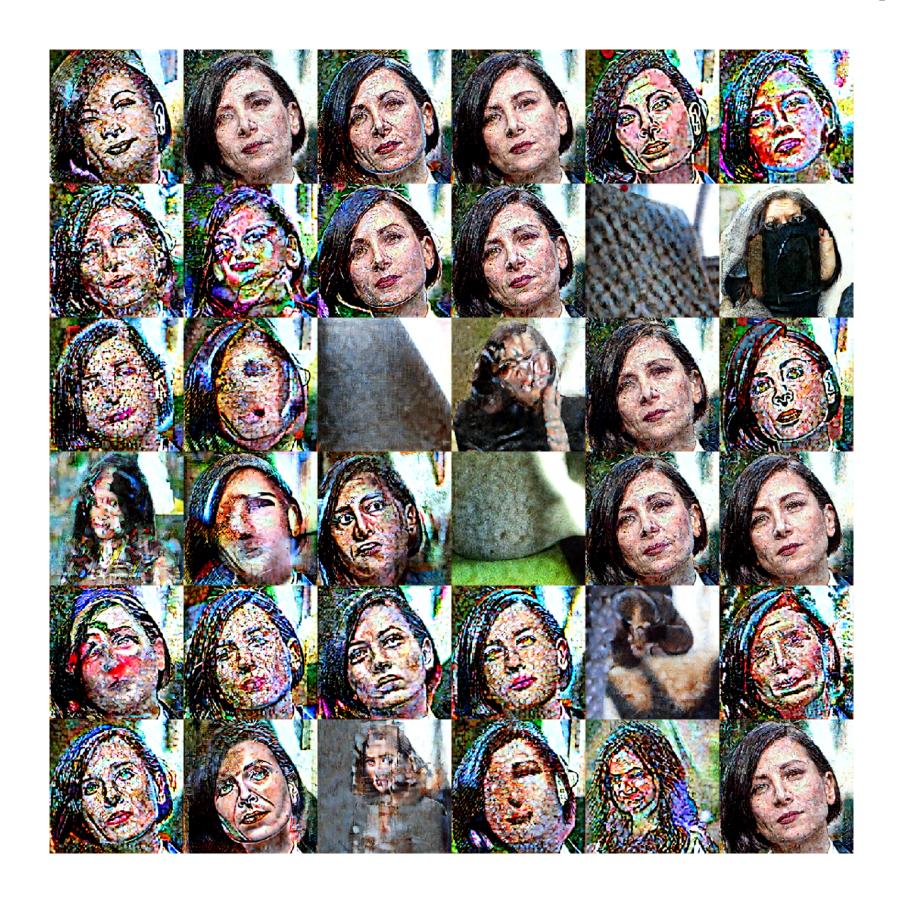


Donna Tartt's <i>The Goldfinch</i> Scores Film Ada...

## Generate many candidate images.

Donna Tartt's <i>The Goldfinch</i> Scores Film Adaptation

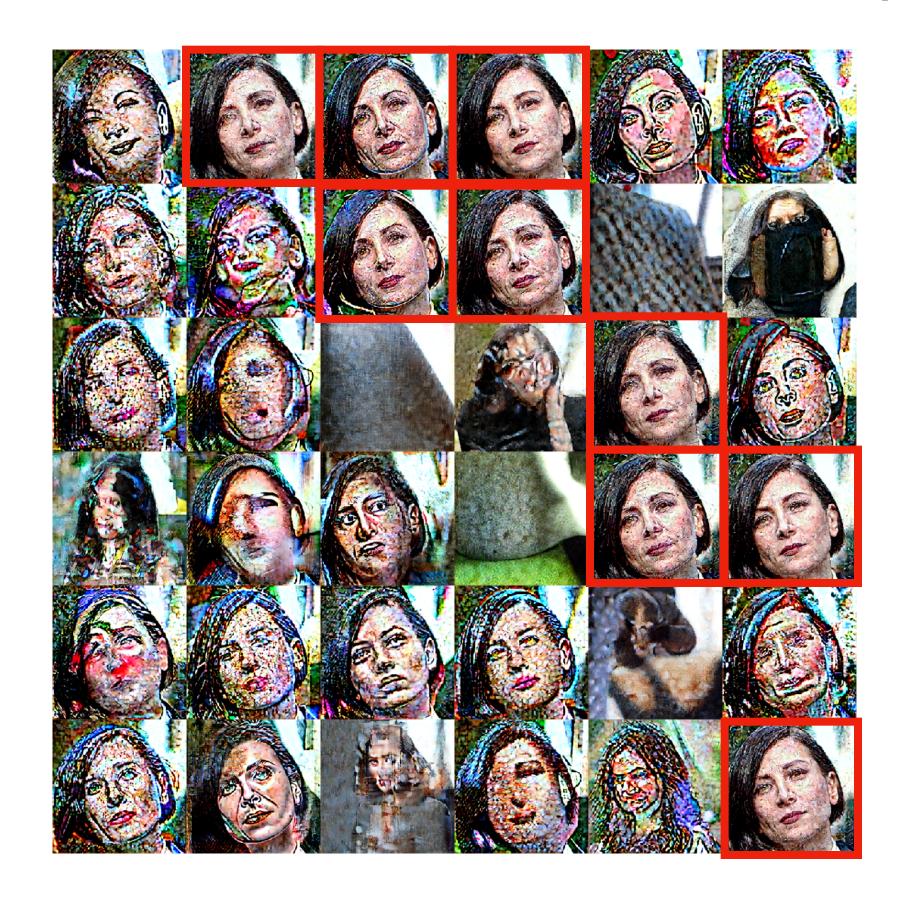
- 0. Find good prompts
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## Find near-duplicated outputs.

Donna Tartt's <i>The Goldfinch</i> Scores Film Adaptation

- 0. Find good prompts
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- 2. Filter data that is likely to be memorized



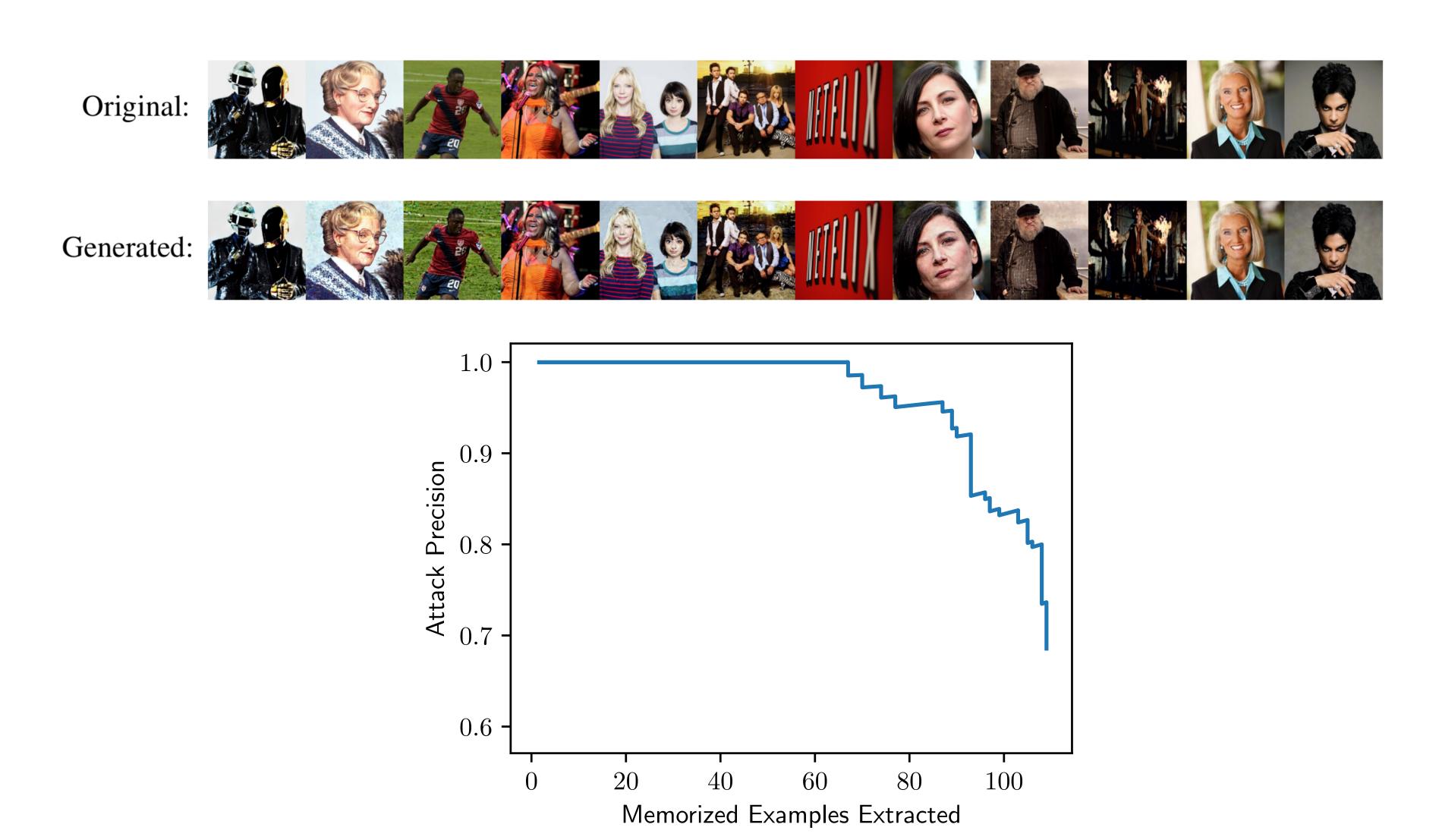
#### Original



#### Generated

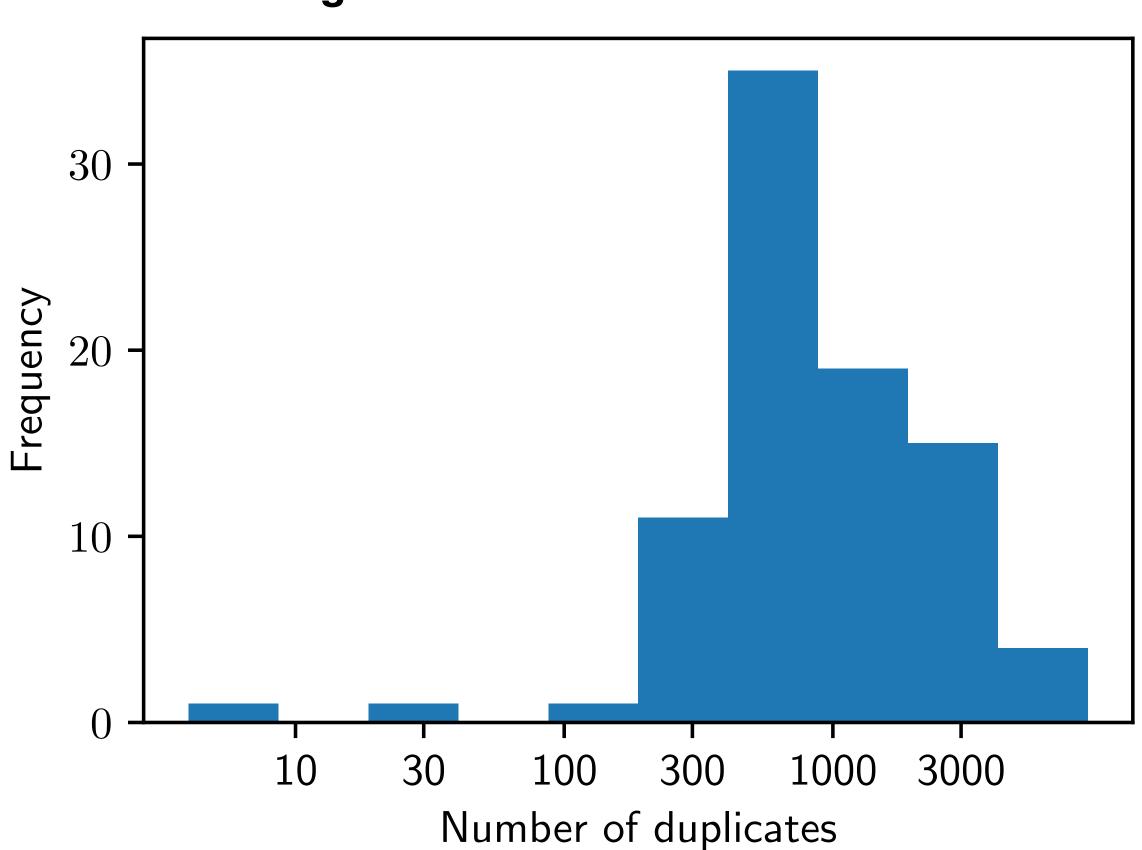


## Our attack has high precision, low recall.

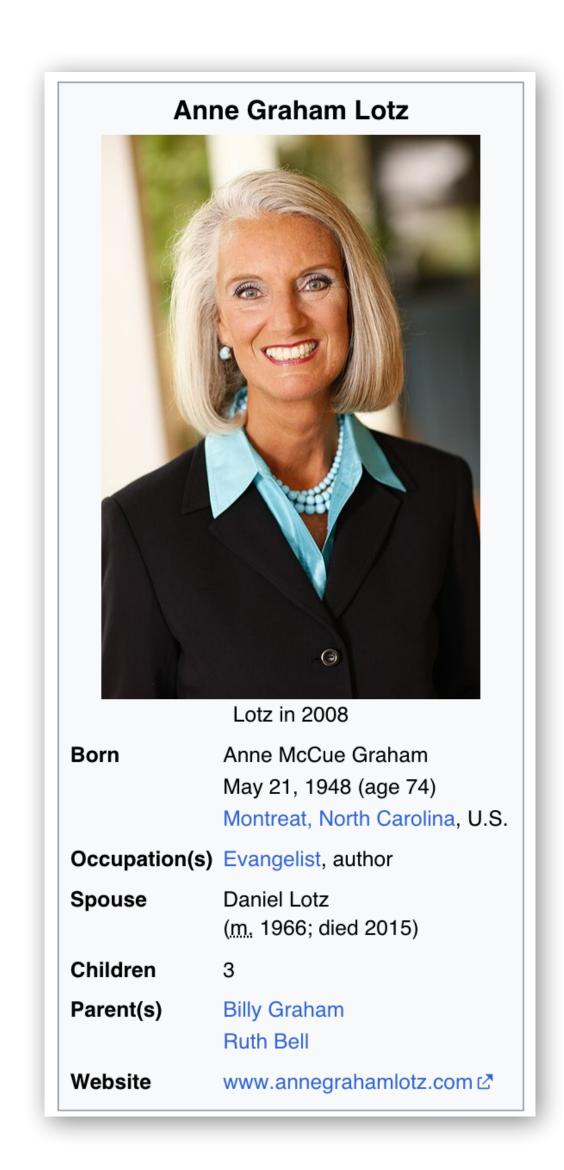


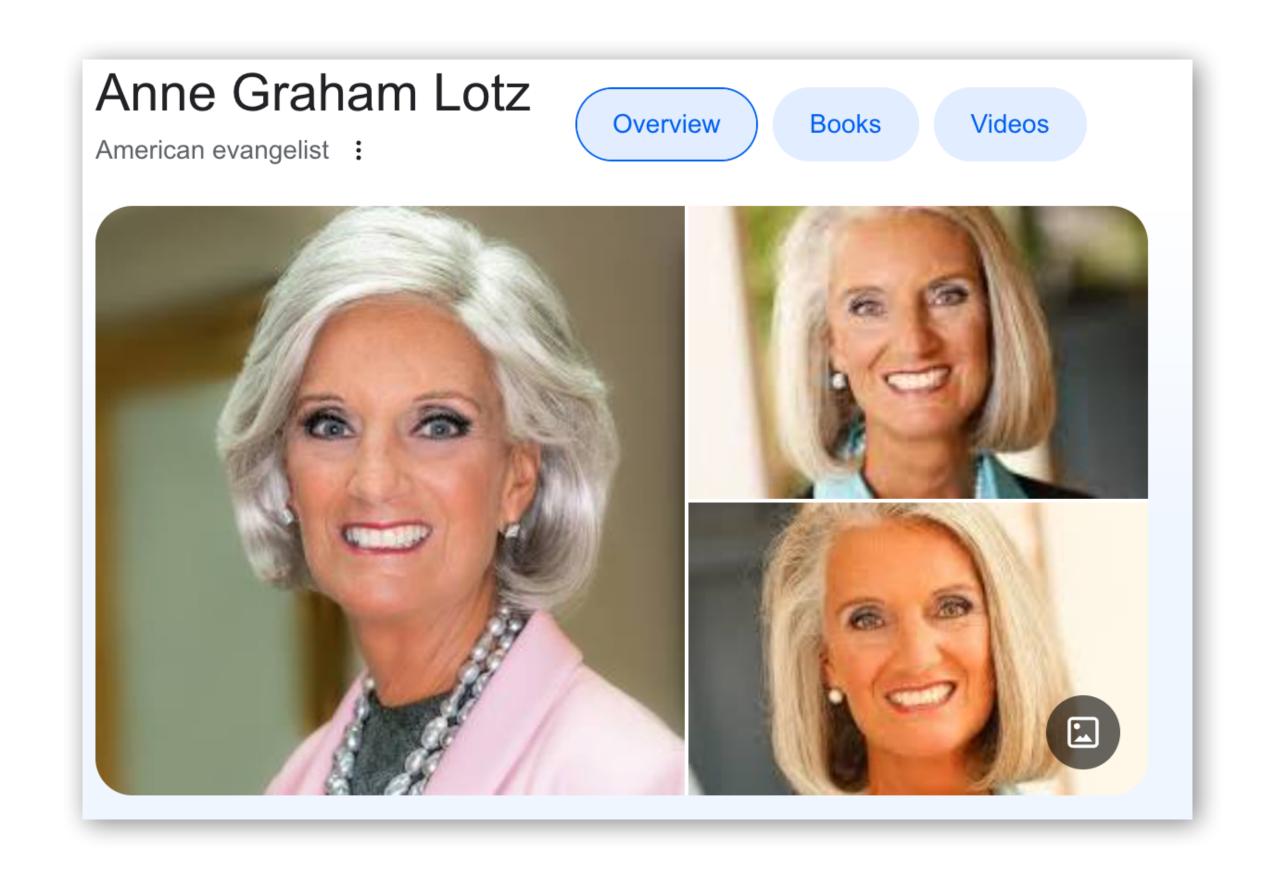
## Deduplicating data helps!

#### Images extracted from Stable Diffusion



### Does memorization matter?





## Maybe this matters for copyright.

CANNES, FRANCE - MAY 23: Actors Michael Fassbender leaves the Premiere of "Macbeth" during the 68th annual Cannes Film Festival on May 23, 2015 in Cannes, France. (Photo by Ian Gavan/Getty Images)



GETTY IMAGES (US), INC.

Plaintiff,

V.

STABILITY AI, INC.

Defendant.

"A First Look at a Hooded Michael Fassbender in upcoming Assassin's Creed film"

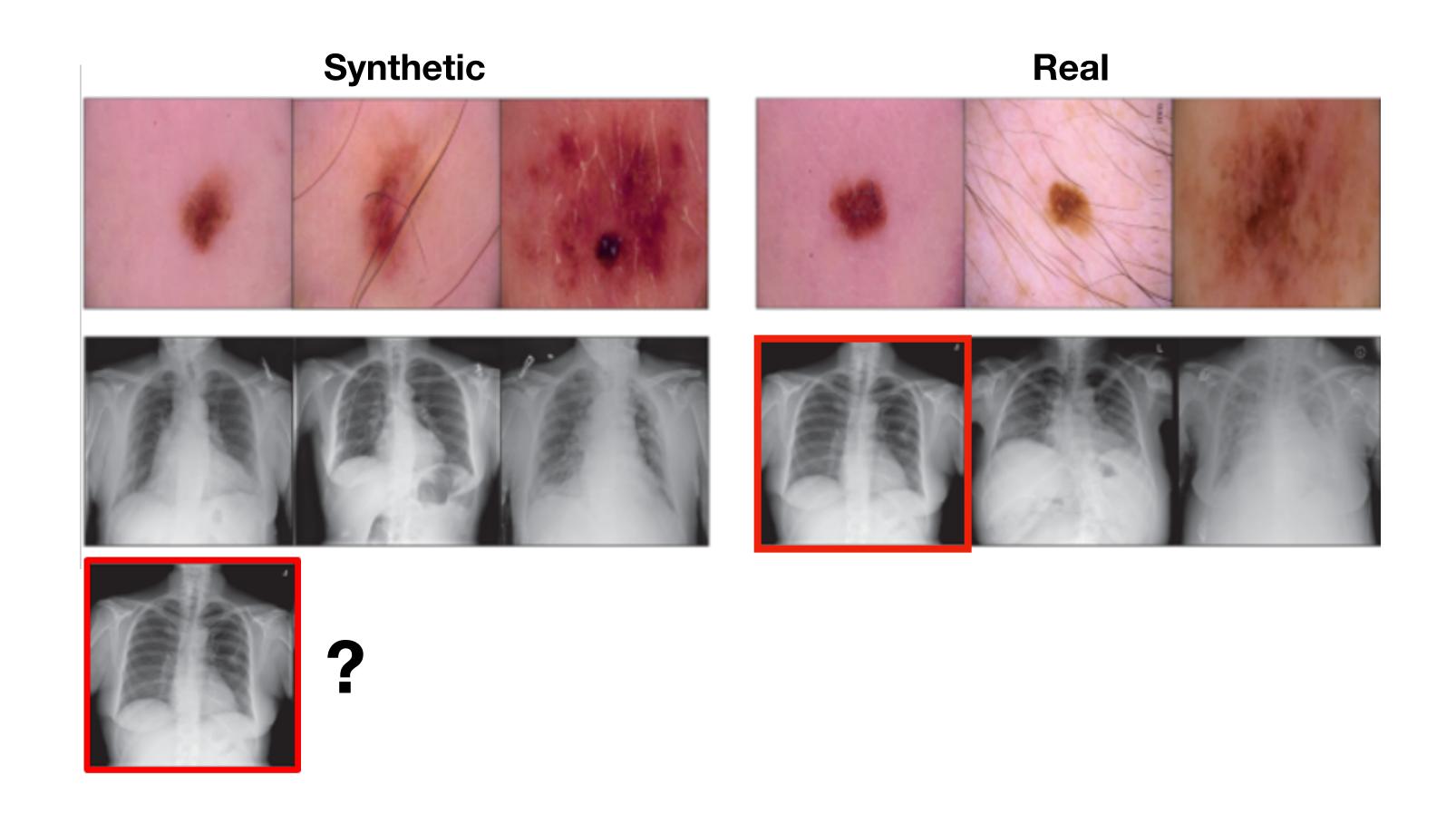


51. As a result, Stable Diffusion at times produces images that are highly similar to and derivative of the Getty Images proprietary content that Stability AI copied extensively in the course of training the model. Indeed, independent researchers have observed that Stable

Diffusion sometimes memorizes and regenerates specific images that were used to train the

model.6

## Maybe this matters for privacy.



### Conclusion

- Memorization is rare, but exists in all recent generative models
- Data sanitization / deduplication helps
- Generative models are not a privacy panacea!

