



# Generative Artificial Intelligence Procedures

Effective Date: October 1, 2023

Approved By: Chris Butts, Technology Solutions Director

## PROCEDURES

Generative artificial intelligence (AI) systems are quickly becoming available, and we recognize the interest in using such systems to conduct Town business.

Since the field is emergent and rapidly evolving, the potential policy impacts and risks to the Town are not fully understood. Use of generative AI systems, therefore, can have unanticipated and unmitigated impacts.

These procedures are intended to minimize issues arising from the use of this technology as we seek to implement them responsibly.

### Background and Definitions

Generative AI refers to a class of AI systems that can generate content, such as text, images, video, or audio, based on a set of input data rather than simply analyzing or acting on existing data. Popular generative AI systems include GPT-4, ChatGPT, Bard, Dall-E, and Lensa AI among many others.

Generative AI technology is rapidly being incorporated into common online tools, such as search engines. These systems have the potential to support many Town business functions and services, however, their use also raises important questions, particularly around the sourcing of training data, ensuring proper attribution of generated content, and the handling of sensitive or public data.

Further research into this technology may uncover issues that require more restrictions on its use.

### Software Acquisition and Use

1. **Software.** All software services, even if they are free or part of a pilot or proof-of-concept project, must be acquired by following the Technology Governance Policy procedure. This ensures the software receives all necessary reviews and considerations.

This requirement applies to downloadable software, Software as a Service, web-based services, browser plug-ins, and smartphone apps.

2. **Creating an account:** If you want to create an account with a generative AI service or otherwise use generative AI systems to perform work-related tasks, submit a Technology Business Case request for software.
3. **Existing services and products:** You do not need permission to use generative AI technology that is incorporated into existing services and products that have already been approved by the Technology Steering Committee. You do need to follow the AI Use Guidelines. For guidance on translating Town materials using AI, please refer to the Town's [staff resources for language access](#).

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**AI Use Guidelines**

1. **Intellectual property.** Content produced by generative AI systems may include copyrighted material. AI systems may be “trained” using data (text, images, etc.) that has been sourced from the internet without regard for copyright or licensing terms. It is extremely difficult to determine what content was used to train an AI system, and difficult to verify whether AI-generated content is wholly original or only a slight stylization of existing copyrighted material. Town employees are required to perform due diligence to ensure that no copyrighted material is published by the Town without proper attribution or without obtaining proper rights.
2. **Reduce bias and harm.** AI systems can reflect the cultural, economic, and social biases of the source materials used for training, and the algorithms used to parse and process that content can be a source of bias as well. Employees should carefully review any content generated by AI to ensure that unintended or undesirable instances of bias, or even potentially offensive or harmful material, is changed or removed.
3. **Data privacy.** Town employees must not submit any sensitive, confidential, or regulated data, or any personally identifiable data about members of the public, to a generative AI system.
4. **Public records.** Employees should be aware of when the use of a generative AI system may result in the creation of a public record that must be retained under the State’s Public Records Act. The town’s Records Manager can be a resource to provide further guidance.

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