City of Appleton Human Resources Policy	TITLE: **Generative AI (Artificial Intelligence) Technology Policy**	
Issue Date June 17, 2024	Last Update:	Section: Human Resources
Policy Source: Human Resources Department	Audience: All City Departments	Total Pages: 2 pages
Reviewed by Legal Services:	Committee Approval Date:	Council Approval Date:

I. PURPOSE

The purpose of this policy is to outline the responsible use of generative artificial intelligence (AI) such as Open AI's ChatGPT, Microsoft Copilot, and Google's Gemini within our organization. The City values public service innovation to meet our residents' needs and is committed to adopting new technologies, such as generative AI to aid our mission while ensuring responsible use. In addition, the City values transparency and accountability and understands the importance of these values in our use of AI systems.

The risks in using this technology are not limited to the following: accuracy of the content, bias, misinformation, ownership and copyrights (intellectual property rights of others), security risks, transparency, privacy of personal and sensitive information (e.g. about employees, clients, customers, etc.), and existential risk.

II. SCOPE

This policy applies to all City employees and volunteers who have access to generative AI technology or are involved in using generative AI technology tools or platforms on behalf of our organization. Any violations of this policy may result in disciplinary action, up to and including termination.

III. DEFINITIONS

Generative Artificial Intelligence (Generative AI): a class of computer software and systems, or functionality within systems, that use large language models, algorithms, deep-learning, and machine-learning models, and can generate new content, including but not limited to text, images, video, and audio, based on patterns and structures of input data.

IV. POLICY

<u>Use of Generative AI Technology</u>

Use of generative AI technology will be allowed while performing work for the City of Appleton with the prior approval of your Department Director (or designee). Employees wishing to use generative AI technology should discuss the parameters of their use with their Department Director (or designee) prior to use. The Department Director (or designee) may verbally approve, deny, or modify those parameters that best meets City policy, legal requirements, or

other business needs. With prior approval, City email addresses, credentials or phone numbers may be used to create an account for use with these technologies.

All AI-generated content must be reviewed for accuracy and possible intellectual property right (copyright) infringement prior to each use in an official City capacity. If a reliable source cannot be found to verify information generated by the AI, that information cannot be used for work purposes.

Utilization of generative AI technology must be in accordance with all applicable City policies and procedures.

Acceptable uses include, but are not limited to, the following:

- For general-knowledge questions meant to enhance your understanding on a work-related topic.
- To brainstorm ideas related to projects that are being worked on.
- To create formulas for Excel spreadsheets or similar programs.
- To draft a correspondence (e.g. an email, letter, memo, etc.).
- To create outlines for content projects to assist in full coverage of a topic.

Unacceptable uses include, but are not limited to, the following:

- Copying and pasting, typing or in any way submitting City content or data of any kind into AI technology that discloses personal identifiable information.
- Failing to property cite AI technology when used as a resource.

Attribution, Accountability and Transparency of Authorship

All images and videos created by generative AI systems must be attributed to the appropriate generative AI system. Wherever possible, attributions and citations to the City of Appleton should be embedded in the image or video (e.g., via digital watermark). If text generated by an AI system is used substantially in a final product, attribution to the relevant AI system is required. All attributions should include the name of the AI system used plus an assertion which should include the department or group who reviewed/edited the contact. *For example: "Some material in this brochure was generated using ChatGPT version 4.0 and was reviewed for accuracy by a member of the Health Department before publication."*

V.   ACCESS

The City reserves the right to revoke access to specific resources should they determine that a particular tool presents too much risk that cannot be mitigated with responsible use.

VII.   POLICY REVIEW
This policy will be reviewed periodically and updated as necessary to address emerging risks, technological advancements, regulatory changes, etc. Any questions regarding this policy should be directed to your supervisor.