Big I New York and IAAC
Artificial Intelligence (AI) Acceptable-Use Policy

As of November 15, 2024

Purpose

This Artificial Intelligence (AI) Acceptable-Use Policy outlines the expectations and guidelines for the responsible and ethical use of artificial intelligence by staff of **Big I New York and IAAC** (the "Association"). The Association recognizes the rising availability and usage of AI and remains committed to responsibly adopting innovative technologies. The purpose of this policy is to ensure that AI is employed in a manner that aligns with the Association's values, professional ethics, and evolving legal standards. This policy addresses the use of any AI technology and relevant risks associated with its use, including but not limited to liability for intellectual property infringement; false, misleading, and/or biased or discriminatory content; confidential and proprietary information (including the Association's information and third-party information); and ensuring compliance with developing laws, regulations, and ethical rules governing the use of AI technologies. The Association recognizes the evolving legal environment surrounding AI technology and anticipates this policy will evolve. As such, the Association will regularly review and revisit this policy. The Association reserves the right to and may change this policy at any time with or without notice.

Identification of "Artificial Intelligence" or "AI" Tools

With the advent of tools like ChatGPT, AI has become increasingly prevalent as a productivity tool. For example, "generative" AI generates content in ways that mimics human creative expression. AI may also be incorporated into existing technology used by the Association, such as Adobe or Zoom. If one is unsure whether a software tool or website employs AI technology, and falls within the scope of this policy, please contact your manager.

Rules and Policies Applicable to AI

1. **Authorization, Transparency, and Accountability.** One must be transparent and accountable about the use of AI technology in one's work and **seek clear permission before using AI tools for work purposes.** AI tools (including but not limited to ChatGPT, GPT-4, Bard, AlphaCode, Claude, and similar tools) are not all the same; and versions of the same tool may offer different protections or entail different risks. In order to protect the Association's intellectual property rights in its work product, one may not use AI tools in connection with the performance of Association duties unless: **(1) the specific version of the tool has been approved and (2) prior approval for use of that tool for the intended purpose is granted by the IT Department.** Approval may be granted, denied, or conditioned to best meet the Association's policy, legal requirements, or other business needs. Users of AI may not install AI assisted plug-ins or use software tools that have not been pre-approved by the Association on any Association equipment or Association-provided equipment. Users of AI may submit requests to use AI technology for review, guidance, and approval by their manager. One must strive for transparency by clearly communicating how AI systems are intended to be utilized and the impact they may have.

2. **Confidentiality and Data Privacy.** One must not expose confidential or proprietary information and data to AI technology. Users of AI should prevent the unauthorized access, disclosure, or destruction of data and must respect privacy laws and adhere to applicable data protection laws to ensure that any personal or sensitive information used in AI technologies is handled with care and compliance. AI technology is capable of collecting, storing, and using inputted information and disclosing this information to other third-parties. This creates a risk of the disclosure of data in violation of U.S. or international law, and also of cybersecurity risks such as potential spam, phishing, and deep fakes. Users of AI should remain alert and vigilant of potential cybersecurity threats and attacks as AI

generated content is everywhere, creating a need to increase fact-checking procedures. Specifically, those using AI should not share the following:

- Personally identifiable information ("PII");
- The Association's intellectual property (including patents and copyrighted material, and in many cases, trademarks and logos), and confidential or proprietary information and trade secrets;
- Credentials or sensitive security and system access information; and
- Disclosure in violation of U.S. or international data privacy laws.

Users of AI should raise concerns or questions related to privacy or data issues with their manager.

3. **Legal Compliance and Ethical Obligations**. One must comply with all relevant laws and regulations pertaining to AI usage, including but not limited to intellectual property, data protection, and anti-discrimination laws. Specifically, those using AI must:

- Use AI technologies only in accordance with Association policies; and ensure that content generated or provided by AI technologies aligns with the Association's mission, vision, and practices;
- **Fact-check and screen any content generated or provided by AI technologies for accuracy** before relying on it for work purposes; if information cannot be independently verified, refrain from using it for Association purposes;
- Ensure that any content related to the Association's fields of expertise is reviewed by someone with relevant expertise;
- Instruct third-party contractors creating content for use by the Association on whether use of any specific AI tools is permitted, and, if permitted, confirm in writing whether their content is AI generated;
- Screen AI-generated content for biases and discriminatory content;
- Disclose use of AI when presenting work product; and
- If in doubt, verify the Association has a legal right to use any inputs to or outputs from AI technology to avoid liability for intellectual property infringement.

The Association expressly prohibits all use of AI in any manner that infringes or otherwise violates the intellectual property rights of third parties. Users of AI should also consider the ethical implications of their work and ensure that AI systems are designed and deployed in a manner that upholds fairness.

4. **Appropriate Uses of AI Tools.** Due to its inherent limitations, AI technology must be used appropriately. For example, use of AI technology may create liability for the Association (e.g., if it is used to produce content that infringes copyright or trademark rights or if the Association disseminates false information "hallucinated" by an AI tool). AI technology may also be inappropriate for use in situations where the Association seeks to own intellectual property rights in its content, since U.S. intellectual property laws treat AI outputs differently from human-generated content. Accordingly, the Association prohibits use of AI tools in connection with work for the Association unless expressly permitted by this policy.

The following are examples of what would commonly be appropriate uses for AI technology:

- **Research or brainstorm** (e.g., through Google or other online searchable resource that employs AI technology) **so long as such research does not involve inputting confidential or sensitive information in the query or search prompt and the user carefully fact-checks the output**;
- **If pre-approved for a specific project, use of AI tools to generate first drafts** of content for marketing, blogs, webinars, social media, or other written content such as correspondence,

educational materials, presentations, test questions, summaries, and note-taking or outlines, which are then subject to careful review and editing as needed; and

- **To automate data analysis and repetitive tasks**, including but not limited to formulas for Excel spreadsheets or similar programs, **so long as such analysis does not involve inputting confidential or sensitive information**.

5. **Prohibited Uses**. Although the use of AI technology is prohibited by this policy unless expressly permitted, for the avoidance of doubt, AI technology should **never** be used under the following circumstances:

- **To use unedited works created by AI technology in final work product or represent such AI-generated works as your own original work.**
- **To upload confidential, sensitive, or proprietary information (note: this may breach your or the Association's obligations to keep certain information confidential and secure, and it risks widespread disclosure).**
- **To upload sensitive and personal information protected by data privacy laws.**
- **To upload the Association's intellectual property or third-party intellectual property.**
- **To create content for which the Association intends to assert intellectual property protection or other proprietary interests.**
- **To generate content that may infringe on the intellectual property or rights of publicity of others, or which uses prompts, requests or keywords that may invoke protected content, or content that is substantially similar to, in the style of, or a direct copy of protected content (e.g., copyrighted characters, or individuals' names, images, likenesses, etc.).**
- **To obtain confidential, proprietary, or legally protected information and materials.**
- **To help make any employment decisions about applicants or staff, including but not limited to recruitment, hiring, retention, promotions, transfers, performance, discipline, demotions, terminations, or similar decisions.**
- **To integrate any third-party tools with internal software without express prior permission.**

6. **Approval and Acknowledgment.**

In using AI within the scope of one's work on behalf of the Association, one acknowledges understanding of, and commitment to compliance with, this policy. Any breach or violation of this policy may lead to disciplinary action up to and including termination of employment.