



# Artificial Intelligence Usage Guidelines

March 12, 2024

## Purpose

PRPS is committed to the ethical and responsible use of artificial intelligence (AI). This policy establishes guidelines and current best practices for the responsible and ethical use of AI within PRPS. Compliance ensures that all employees and volunteer representatives of PRPS who use AI systems and platforms do so in a manner that aligns with the PRPS Organizational Culture and Code of Ethics, adheres to legal and regulatory standards, reduces personal and organizational liability, supports journalistic integrity, and promotes the security, welfare, and voice of PRPS members, partners and stakeholders.

## Scope

This policy applies to all PRPS elected members, volunteer committee members, employees, partners and stakeholders working within PRPS duties (herein “Users”) who use or interact with AI systems, including but not limited to large language models, plugins, and data-enabled AI tools. Such systems must be used in compliance with all applicable laws and regulations, including data protection, privacy, and intellectual property laws.

## Ethics, Transparency and Accountability

“AI systems can give voice to previously unheard stakeholders and make collective decision-making processes more inclusive—but only if they are designed thoughtfully and deployed responsibly.”

— K. Scheuermann and A. Arstidou. [Stanford Social Innovation Review, Feb. 5, 2024](#)

AI may be used to responsibly automate tasks, but Users should recognize its limitations in each of three areas of output: interpolated, extrapolated, and inventive. Users must maintain active involvement in the decision-making process, and avoid becoming over-reliant on AI to the detriment of human judgement and creativity.

Users are responsible to actively work to identify and mitigate biases in the AI systems they use. They should ensure to the best of their ability that these systems are fair, inclusive, and do not discriminate against any individuals or groups.

All Users must be transparent about the use of AI in their work, ensuring that stakeholders and consumers are aware of the technology’s involvement in the generative processes. Users are responsible for the outcomes generated by AI systems and should be prepared to explain and justify those outcomes. Where allowed by AI tools, turn on watermarking to facilitate identification of AI-generated content. Infringing copyrighted, trademarked, patented, or otherwise legally protected materials, whether intentional or unintentional, is unacceptable; AI-generated content may not be passed off as solely the User’s own.

## **Data Security and Stewardship**

Users must use secure networks and devices when interacting with AI systems. Users should not use personal devices or public Wi-Fi networks to access AI systems.

PRPS data may not be shared. This includes, but is not limited to, intellectual property, personally identifiable or sensitive information, and published material and educational content, without prior approval from the CEO. All data collection and usage must adhere to the **PRPS Data Collection and Privacy policy**.

## **Risk Management**

Risks are inherent in the use of AI systems. They include, but are not limited to, data breaches, software vulnerabilities, and excessive reliance on automation. The risks of using AI systems to generate content, however, go beyond IT security; they include the possible incorporation of misinformation, disinformation, and false, misleading or malicious data in AI output. AI systems trained on AI-generated content can lead to feedback loops that amplify biases, dilute diversity, or otherwise distort reality. Be aware of such risks and be prepared to halt the usage of AI systems if significant issues emerge.

## **AI Literacy: Training and Ongoing Education**

Users who use AI systems must receive training on how to use them responsibly and effectively. They should also stay informed about advances in AI technology and potential ethical concerns.

While PRPS does not employ or regularly contract with a qualified AI expert or trainer to be available for consulting on demand, it does periodically offer educational sessions and webinars on AI, its potentials, risks, and responsible uses. Users should take advantage of these and other such opportunities to remain accountably up-to-date with the technology and its best practices.

## **Enforcement**

Violations of this policy may result on disciplinary action, up to and including termination of employment or expulsion as a member or volunteer, in accordance with the PRPS Board of Directors Policy Manual and the PRPS Employee Policy Manual.

## **Policy Revisions**

This policy will be reviewed annually or as needed, based on the evolution of AI technology and the regulatory landscape. All changes to the policy will be communicated to all potential Users.