# Generative AI Guidelines

## Purpose and Scope

Generative AI is a type of artificial intelligence that creates new and original content, such as text, images, or music, based on patterns it has learned from existing data and user input. While generative AI has the potential to enhance efficiency and innovation in government operations, it also introduces complex challenges that require careful oversight.

This document serves as a supplement to the City of Milwaukee Generative AI Policy and provides guidelines for all City staff, contractors, volunteers, and other personnel ("users") engaging with generative AI in their official duties. Please note that these guidelines do not apply to personal or non-City-related business uses of AI.

This is a living document and requires periodic review to ensure compliance with evolving technologies, legal requirements, and city policies. Reviews will ensure adherence to standards related to data privacy, intellectual property, transparency, and accountability. All changes must be documented, with version history maintained for audit and regulatory purposes.

Departments may establish additional guidelines regarding the use of generative AI. Users are encouraged to check with their manager or supervisor to ensure they are aware of any department-specific work rules.

## Principles for Using Generative AI

**Privacy**: Understand the privacy policies of AI tools, including how data is collected, used, and protected. Ensure all submissions comply with privacy laws and city policies. Only provide information to generative AI tools suitable for public disclosure, including text, images, videos, or voice recordings. Be mindful that AI-generated outputs may sometimes contain unintended personal information from other users. Always carefully review and remove private or sensitive data before sharing or publishing the results.

**Accuracy:** Thoroughly fact-check all AI-generated content before use or distribution. Ensure the accuracy and reliability of the content by cross-checking with reliable sources. Use AI-generated content as a supplement to human expertise. Review and edit the content to meet city standards and requirements.

**Transparency**:  Transparency is key when using generative AI to ensure accountability and trust. Users must indicate when they are employing generative AI tools, which often includes

citing AI's contribution to the creation of any product. This transparency allows others to differentiate between AI-generated content and human work. Refer to the "Citing Generative AI" section under "Guidance while Using Generative AI" for details on when and how to properly attribute AI use. Being transparent also involves providing clear explanations of how AI systems function, what data they rely on, and any limitations or biases in their outputs.

**Equity:** AI system responses are based on patterns and relationships learned from large datasets derived from existing human knowledge. These datasets may contain errors and historical biases related to race, sex, gender identity, ability, and other factors. Users of Generative AI need to be mindful that such systems may make assumptions based on past stereotypes and require correction. Additionally, the algorithms responsible for parsing and processing content may introduce biases. Bias identification, management, and mitigation must be considered at all stages of the Generative AI development lifecycle, including designing, developing, deploying, evaluating, using, and auditing.

Personnel must carefully evaluate any content generated by Generative AI systems or applications to identify inaccuracies and mitigate unintended or undesirable biases. This includes addressing content that could potentially be offensive, harmful, or violate the City of Milwaukee's Anti-Harassment Policy.

**Accountability:** In City operations, it is crucial to ensure the responsible and ethical use of Generative AI. Users are responsible for verifying that AI-generated content is accurate, appropriate, and compliant with City policies and regulations before it is used or shared publicly.

This includes disclosing any AI involvement in creating content or providing analysis. Misuse of AI, failure to disclose its use, or negligence in fact-checking can erode public trust and violate City standards. Prioritizing transparency and careful oversight help uphold the integrity of City services and reinforce our commitment to accountability within the community.

## Guidance while using Generative AI

**Pre-Approval**: Only pre-approved AI tools, (e.g. Microsoft Copilot) are authorized for use in the City's operations. Requests for the use of non-standard AI tools should be submitted to the City's Information Officer (CIO) through the Service Desk.

**Access Control:**

- Only authorized personnel should have access to generative AI tools. If users require access, follow your department's request and approval procedures.

- Monitor AI tool usage regularly to ensure unauthorized users are not accessing the system.
- Report any suspicious activity or unauthorized access attempts to your IT department or supervisor immediately.
- Ensure that access credentials for AI tools are secure and not shared with others to prevent misuse or data breaches.

**Data Handling:**

- Always ensure that use of AI tools complies with the organization's data security and privacy policies.
- Do not input sensitive or confidential information into AI systems unless explicitly authorized.
- Before sharing or processing data through AI tools, verify that the data is appropriate for the AI application and meets compliance standards.
- Take extra care with personally identifiable information (PII), protected health information (PHI), or any other sensitive data, and seek guidance from ITMD or your supervisor if unsure about its use.

## Citing and Attribution

**Text:** Generative AI can be cited as a footnote, endnote, header, or footer. Citations for text-generated content must include the following:

- Name of Generative AI system used.
- Confirmation that the information was fact-checked.
  - For example: "This document was drafted with support from Microsoft Copilot. The content was edited and fact-checked by City staff.".

**Images and Videos**: Attribute AI-generated images and videos to the appropriate AI system. Embed attributions or citations in the content (e.g., via digital watermark) where possible.

- Attribute AI-generated images and videos by citing the tool used, and provide a description of the prompt or input provided.
- If the image/video includes a digital watermark, acknowledge it in the citation.

Example in APA style:

OpenAI. (2024). Forest at sunrise [AI-generated image with digital watermark]. DALL·E. https://www.openai.com

**Digital Watermark**: If the AI tool embeds a watermark for authenticity, you must acknowledge it in the citation to maintain transparency and comply with any usage guidelines that come with the watermark.

**Copyright:** Ensure that AI-generated content does not violate existing copyrights. Always attribute AI-generated material correctly and refrain from using copyrighted content without proper authorization.

## ADA Statement for Generative AI Use

In compliance with the Americans with Disabilities Act (ADA), the City of Milwaukee is committed to providing equal access to resources, including the use of Generative Artificial Intelligence (AI) technologies, to all individuals, including those with disabilities. Refer to the City of Milwaukee Americans with Disabilities Act Amendment Act of 2009 (ADAAA) / Wisconsin Fair Employment Act of 2004 (WFEA) Policy and Compliance Manual

## Key Takeaways

1. **Use City-Provided Email**: Always use your City-provided email address when accessing AI tools for work-related activities. This ensures compliance with security policies and maintains accountability.
2. **Maintain Human Oversight**: AI assists with tasks, but humans must review and approve all AI outputs to ensure accuracy and compliance with City policies.
3. **Respect Copyright**: Follow copyright laws when using AI-generated content. Attribute all works appropriately and avoid infringement.
4. **Bias and Fairness**: Review AI-generated outputs for potential biases and ensure they promote fairness. Correct any biased content that may arise from the AI's data sources.
5. **Transparency and Accountability**: Disclose AI use in public communications and decision-making processes. Maintain transparency to build trust and ensure responsible AI use.
6. **Safeguard Confidential or Sensitive Information**: Avoid inputting sensitive or personal data into AI systems unless specifically authorized. Always review outputs to ensure no sensitive information is included.

By following these guidelines, you help safeguard sensitive data and ensure that AI tools are used responsibly and securely within the organization.

## Revision

| Date of Change | Responsible | Summary of Change |
|---|---|---|
| November 2023 | DOA/ITMD | Draft Created. |
| September 2024 | DOA/ITMD | Final Revised |
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