UGA Guidance on Acceptable Use of AI

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Preamble

Artificial Intelligence (AI) tools and technologies can play a significant role in enhancing educational support and related University activities. The UGA community is encouraged to explore these important tools and to use them responsibly. However, their use must (i) align with the University's mission and values to ensure integrity and fairness in all academic and administrative processes, and (ii) comply with applicable federal and state laws and regulations, as well as with University System of Georgia (USG) and UGA policies.

To support the UGA community as it adopts AI into its work, this document outlines guidance on acceptable use and best practices for AI. This guidance aims to mitigate AI-related risks such as misuse, abuse, inappropriate repurposing, and misalignment between systems and users. It is intended to help the UGA community in the responsible use of AI technologies and tools, and includes guidelines concerning protection against unauthorized access, minimization of potential security risks, and compliance with laws and regulations. Additionally, it identifies how existing UGA policies, guidelines, and data governance protocols are relevant to AI and Generative AI related contexts. It also presents some common examples of how AI is being used constructively in the higher education context.

1. Definitions

a. *Artificial Intelligence (AI)*: For the purposes of this guidance document, the term "artificial intelligence" or "AI" has the meaning set forth in United States Code 15 U.S.C. 9401(3) : "a machine-based system that can, for a given set of human-defined objectives, make predictions, recommendations, or decisions influencing real or virtual environments. Artificial intelligence systems use machine-and human-based inputs to perceive real and virtual environments; abstract such perceptions into models through analysis in an automated manner; and use model inference to formulate options for information or action." The term 'AI' as used herein encompasses Generative AI (GAI).

b. *Data*: Data assets are some of the most valuable assets owned or held by UGA. UGA creates, collects, processes, and discloses many distinct types of data in fulfilling its mission. International, foreign, federal, and state laws and regulations,

as well as USG and UGA policies mandate privacy and protection of certain types of data, and UGA's need to manage legal, financial, and reputational risks requires careful stewardship of all types of data. For the purposes of this guidance document, the term "data" is defined broadly and includes any text, documents, images, video, etc. that a user includes in AI models, generates with AI, and/or manipulates or modifies with AI.

c. *Data Classification*: Classifying data is the first step in determining the appropriate stewardship of that data, including determinations regarding access, protection, and integrity. Data at UGA can be classified either in terms of its need for protection (e.g., Sensitive or Restricted Data) or its need for availability (e.g., Critical Data). To classify data in terms of its need for protection, use section 4.1.1 of the Data Classification and Protection Standard. To classify data in terms of its availability needs, use section 4.1.2 of the Data Classification and Protection Standard.

d. *Data Steward*: Data Stewards are unit-designated individuals with deep knowledge of their data domain and related unit practices. They are accountable for approving access requests, maintaining data quality and developing meta data for the data they steward. (See Section 12.2 of the USG Business Procedures Manual).

2. Best Practices in Acceptable Use of AI

a. *Compliance with Data Privacy Laws, Regulations, and Policies:* Users of AI should adhere to applicable international, foreign, federal, and state laws and regulations, as well as USG and UGA data policies. This includes ensuring that the collection and usage of human-related data is, where applicable, based on informed consent. As a UGA employee, you may have access to sensitive data (e.g., personnel records; student information; etc.) as well as to data (e.g., aerial photographs; schematics; etc.) about UGA buildings, grounds, utilities, etc. Permission to access UGA data does not constitute permission to use that data in AI models (or for other unauthorized purposes). The user is responsible for seeking permission and guidance in using UGA data in novel ways such as in an AI tool and should begin by discussing it with their supervisor.

b. *Transparency in Data Collection and Usage*: AI users should adhere to ethical standards and safeguard the rights and privacy of human participants when using human-related data. Refer to UGA's Human Research Protection Program for details when conducting research with human subjects.

c. *Privacy and Confidentiality*: All data used in AI projects must be handled in compliance with the University's data privacy policies (https://eits.uga.edu/access_and_security/infosec/pols_regs/policies/dcps/). The user is expected to determine whether privacy impact assessments must be conducted by UGA through its offices that deal with data privacy and compliance, including the Office of the Registrar, the Office of Legal Affairs, and the Protocol Assistance and Compliance Team (PACT). These assessments help identify and mitigate potential privacy risks associated with AI-related projects.

d. *Protection of Personally Identifiable Information*: Users of AI should take care when using personally identifiable information in AI tools. For example, personally identifiable information, as defined in NIST SP 800-122 or DHS – Handbook for Safeguarding Sensitive PII; Privacy Policy Directive 047-01-007, Revision 3, needs to be protected through focused data collection practices and by respecting user permissions.

e. *Transparency in Decision-Making*: If AI is used to inform decision-making, the user should outline for recipients of that decision how AI was used in the process. AI should not take the place of human-centered approaches to decision-making, nor should AI be used in automated decision-making with regard to university processes.

f. *Transparency in Content Production*. Users that generate content through AI (e.g., for UGA websites; advertisements; brochures; invitations; etc.) should clearly indicate the use of AI in the creation of the content.

g. *Use of AI Tools Outside of Those Officially Adopted by UGA*: New AI tools are released frequently, and some may provide fast and free access to powerful AI models. UGA users who engage with AI tools for UGA-related work should only use AI tools that have been properly acquired through the Procurement process, which includes vetting by EITS for cybersecurity concerns and compliance with state and federal laws (e.g., FERPA). A user should not obtain a private copy or private license for an AI tool and use it with UGA data. Users who wish to use new AI tools for UGA-related work that are not already vetted by EITS should begin by discussing it with their supervisor.

3. Common Examples of Acceptable AI Usage

a. *Educational Support*: AI can be used to support educational activities, such as providing personalized learning experiences, offering tutoring assistance, and

enhancing accessibility for students with disabilities. AI-driven tools can help in creating interactive and engaging learning environments.

b. *Administrative Efficiency*: AI technologies can be employed to streamline administrative tasks, such as scheduling, resource allocation, and data management. This can lead to more efficient operations and better service delivery to students, faculty, and staff.

c. *Research and Development*: AI can be used to support research activities, including data analysis, pattern recognition, and predictive modeling. Researchers can leverage AI to gain insights and advance knowledge in various fields of study. In addition to this guidance document, researchers should review the separate AI guidance from the UGA Office of Research.

d. *Student Services*: AI can assist in providing student services, such as career counseling, general wellness resources, and academic advising. AI-driven chatbots and virtual assistants can offer prompt and accurate information to students while ensuring compliance with UGA's privacy regulations by carefully avoiding the handling of sensitive or restricted data, such as health-related information, financial details, personally identifiable information, or any other data subject to legal protections or confidentiality requirements.

4. Accountability

The University of Georgia emphasizes the importance of accountability when using AI tools. Regardless of the tools employed, individuals are responsible for the integrity and accuracy of their work. For example:

a. *Personal Responsibility*: Users are accountable for their work, irrespective of the AI tools used. This includes verifying the accuracy of information generated by AI and ensuring it is free from errors and biases.

b. *Compliance with Copyright and Intellectual Property Laws*: It is essential to exercise caution to avoid copyright infringement when using GAI tools. Users must respect intellectual property rights and ensure that all content generated complies with legal standards.

5. References & Resources

- UGA FERPA | General Information | Office of the Registrar
- UGA FERPA | Enterprise Information Technology Services
- UGA Acceptable Use Policy
- UGA Data Access Policy

- UGA Data Classification and Protection Standard
- UGA Privacy Policy and EU GDPR Privacy Notice
- UGA Minimum Security Standards Policy
- UGA Network Access Policy
- UGA Cybersecurity Program and GLBA Compliance Policy
- USG Artificial Intelligence Guidelines: A USG IT Handbook Companion Guide
- UGA Institute for Artificial Intelligence