



SCORE Generative Artificial Intelligence (AI) Ethical Use Policy

Control Number: A-IT-0003.0001

Effective Date:

Wednesday, September 11, 2024

Purpose:

Generative artificial intelligence (“AI”) is a transformational technology that will become an increasingly helpful tool for SCORE, its partners, and its clients. AI’s safe, ethical, and responsible use in our work will enhance SCORE’s ability to serve its clients and advance the public interest.

SCORE recognizes that the responsible use of AI must always be subject to human judgment and oversight to avoid misuse and inadvertent risks of harm. Technology is rapidly evolving, and many professionals and organizations are exploring the potential of generative AI and its current issues and longer-term implications.

SCORE Association (“SCORE”) is committed to harnessing the power of AI to advance the SCORE mission while upholding ethical standards and prioritizing responsibility. This AI policy aims to define and outline guidelines for using AI to perform work and emphasize the importance of individual author responsibility in all AI-generated outputs.

This Policy establishes the fundamental ethical principles of SCORE for the safe and responsible use of generative AI and related technology and tools. This Policy will emphasize the importance of individual author responsibility in all AI-generated outputs. SCORE policies, procedures, and best-practice guides must adhere to these principles.

Scope and Applicability:

This policy applies to all SCORE employees, staff, contractors, volunteers and third parties (SCORE Representatives) who have access to or use AI systems and tools on behalf of the organization, including through API integrations or data transfers. This Policy is intended to add to, not contradict, limit, or replace, applicable mandatory rules, policies, legal prohibitions, and contractual obligations, all of which remain in full force and effect. Any use of AI tools under this Policy must comply with the relevant policies, internal controls and guidelines of SCORE, including:

- SCORE Privacy Policy
- SCORE Code of Ethics
- SCORE Personal Information Protection Policy
- SCORE Bylaws
- SCORE Articles of Incorporation



- SCORE – AI Tips, Use Cases and Limitations (April 2024)
- SCORE Website Terms of Use
- SCORE Content Guidelines

Ethical Use Principles

Privacy and Data Security and Intellectual Property

SCORE representatives will prioritize data privacy and security in all AI-related activities in accordance with SCORE's privacy policies. This includes ensuring that AI models are trained on anonymized and consented data and that access to sensitive, confidential or proprietary information is strictly controlled. Training and operating AI systems data must be collected, stored, and processed in compliance with applicable data protection laws and regulations.

SCORE is committed to protecting the integrity of our members' and vendors' information. When in doubt, consult our SCORE AI guides or ask whether you have permission to use member- or vendor-provided content in a generative or other AI tool. Copyright and other intellectual property issues may preclude us from using AI tools.

Don't use an AI tool if the work product, such as a logo, needs to be copyrighted. Work products created by an AI cannot receive copyright protection. Do not use an AI tool to generate this content, whether text or image.

Data Usage and Ownership

SCORE will strictly adhere to data usage and ownership guidelines:

- **Data Responsibility:** Data and any content used for training AI models will be obtained legally and responsibly, with proper consent and user privacy protection of user privacy.
- **Collaboration and External Partnerships:** SCORE recognizes the significance of collaboration with external partners in the AI space. We will partner with entities that share our commitment to ethical AI usage and responsible decision-making.

Accountability and Author Responsibility

SCORE will hold individuals accountable for decisions based on AI-generated outputs and ensure that the responsibility for any consequences remains with the work's author.

The author is responsible for reviewing content for bias, hallucinations (the ability for AI to "make up" "facts"), and discrimination and will actively monitor and rectify any unintended biases in the AI-generated outputs.

Organizational Oversight

SCORE may conduct periodic audits and evaluations of AI systems to assess their performance, fairness, and overall impact and ensure compliance with our ethical framework. SCORE may implement an audit system to monitor and document all AI tool inputs and outputs, including identification of the source of all data sets used with AI tools and labeling AI tool outputs to indicate that they were produced in whole or in part using AI technology. SCORE shall keep accurate records of audits, determinations, decisions, and communications to employees and third parties. SCORE may also consult with legal counsel regarding any legal issues raised by or during any activities referred to in this Policy.



Continuous Improvement

SCORE is committed to continuous improvement in our policies and practices. We will establish a feedback mechanism to receive input from stakeholders on AI-related practices. The AI policy will be periodically reviewed and updated to align with the latest regulations and ethical standards.

Approved Tools

As AI technology evolves, SCORE will periodically review new platforms and publish a list of approved vendors. This list will be updated if such platforms are deemed acceptable and meet business needs. If you have discovered a new AI tool that will bring value to SCORE, please discuss it with SCORE HQ (help@score.org) and obtain their approval before using it for association-related business. Please refer to the list found here for the approved AI tools: <https://help.score.org/hc/en-us/articles/18500768207635-AI-Transcription-Tools>

Policy Compliance

Reporting Non-Compliance with Policy Requirements

If you become aware of an actual or potential violation of this Policy or have reason to believe that any of the following has been downloaded to or installed on SCORE's networks, systems, or devices, you must promptly disclose this to SCORE HQCOO:

- An unlicensed AI tool;
- An AI tool that has not been approved for use;
- An AI tool that is used in a manner outside of the approved manner or scope;
- An AI tool that poses an identified, unaddressed security risk or contains any material defects or malicious code.

SCORE prohibits any retaliation for reporting a violation of this Policy.

Violations of AI Policy

Violation of this policy may cause a significant risk to SCORE. As such, if SCORE determines that any employee or volunteer, regardless of position or title, has engaged in conduct in violation of this Policy, they will be subject to disciplinary action, up to and including re-education, suspension of technology access, and/or termination of employment.

Policy Administration

SCORE expressly reserves the right to change, modify, or delete the provisions of this Policy without notice.

Conclusion

By adopting this AI policy, SCORE aims to leverage AI's potential while ensuring the ultimate responsibility lies with the human authors. We commit to conducting our AI-based work ethically, transparently, and responsibly, fostering a positive impact on society. If you have questions or concerns, please get in touch with SCORE HQ Compliance, your manager or your director for guidance.



COMPLIANCE SECTION (To be completed prior to approval)

Policy Owner:

Linda Stacy

Title:

Director of Marketing

Department:

Marketing/Technology

This policy has been reviewed by all relevant stakeholders (e.g., ELT, RVPs, BOD committee, Foundation etc.)

A full communication plan is in place to communicate the policy to all affected individuals and train relevant volunteers, staff and contractors as needed.

SCORE compliance has reviewed this policy and assigned a control number.

This policy has been added to our department's regular policy review schedule.

APPROVER SECTION (To be completed by the appropriate approval authority once the compliance section is complete)

Approver Name:

Bridget Weston

Approver Title:

CEO

Approver Signature:

DocuSigned by:

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Date Approved:

9/12/2024