

TOWN OF EAST LONGMEADOW POLICY

Policy Title: Generative AI Use Policy
Effective Date: 7/1/2026
Policy Number: 155-015 IT-AIUP
Policy Owner: Information Technology Department
Level: Department () - Division () - **Town Wide (X)**

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1. INTRODUCTION

The Town of East Longmeadow recognizes that generative artificial intelligence (AI) tools can improve efficiency, support decision-making, and enhance service delivery when used responsibly. This policy establishes expectations for the appropriate, ethical, and secure use of generative AI technologies by Town employees, contractors, and affiliates.

This policy is intended to enable innovation while protecting privacy, security, transparency, and public trust.

2. SCOPE

This policy applies to:

- All Town departments, boards, committees, and employees
- Contractors, consultants, and vendors acting on behalf of the Town
- Use of generative AI tools in connection with Town business, whether using Town-owned or personal devices

This policy applies to generative AI systems that create or modify content, including text, images, audio, video, code, and data. If a department or vendor already has a generative AI policy, the more restrictive policy takes precedence.

3. DEFINITIONS

- 3.1. **Generative Artificial Intelligence (AI):** Systems that generate new content based on prompts or inputs, including large language models, image generators, and similar tools.
- 3.2. **AI Tool:** Any software or service that uses generative AI capabilities.
- 3.3. **Sensitive Information:** Information protected by law or policy, including: personal information as defined under 201 CMR 17.00 (including Social Security numbers, financial account numbers, driver's license numbers, and biometric data); education records protected under FERPA; criminal justice information; confidential employee data; health and medical information; and non-public Town records. When the Massachusetts Data Privacy Act (MDPA) is enacted, "sensitive data" as defined therein shall also be incorporated by reference.
- 3.4. **Human Intelligence:** The cognitive and emotional capabilities of humans, including critical thinking, problem-solving, creativity, and decision-making.
- 3.5. **Deep Fake:** A digital image, video, or audio that has been altered to represent a person or event falsely.
- 3.6. **Prompt:** A question or instruction given to an AI system to generate a response.

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- 3.7. **Personally Identifiable Information (PII):** Any data that could identify a specific individual, such as a name, address, date of birth, social security number, financial account information, driver's license number, biometric identifier, grade, or student ID number, as further defined under 201CMR 17.00.

4. PERMITTED USES

Generative AI tools may be used for Town business to:

- 4.1. Draft or summarize non-confidential documents
- 4.2. Improve grammar, clarity, and formatting of written materials
- 4.3. Generate ideas, outlines, or alternatives for communications or projects
- 4.4. Assist with data analysis or coding tasks using non-sensitive data
- 4.5. Use only data classified as publicly available or non-sensitive (equivalent to Level 1 - Public under the Commonwealth's EOTSS data classification framework). Internal, confidential, or restricted Town data shall not be entered into any generative AI tool.
- 4.6. Support research, planning, and internal productivity

AI-generated content must be reviewed and validated by a Town employee before use.

5. PROHIBITED USES

Generative AI tools shall not be used to:

- 5.1. Input or process sensitive or confidential information unless explicitly authorized by the IT Director
- 5.2. Create or modify official records without human review
- 5.3. Make automated decisions that affect individuals' rights, benefits, or services
- 5.4. Generate legal advice, final policy determinations, or binding decisions
- 5.5. Impersonate Town officials, employees, or members of the public
- 5.6. Engage in discriminatory, misleading, or deceptive practices
- 5.7. Create, distribute, or use deepfake images, videos, or audio depicting any person
- 5.8. Make automated employment-related decisions, including screening, evaluation, or disciplinary determinations without meaningful human review and, where required, disclosure to affected individuals.
- 5.9. Use consumer-grade or unapproved AI tools (including free public versions of tools such as ChatGPT, Gemini, or similar) on Town-owned devices or in connection with Town business, except as explicitly approved by the IT Department.

6. DATA PROTECTION AND PRIVACY

- 6.1. Sensitive information shall not be entered into public or unapproved AI tools.

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- 6.2. AI tools must comply with applicable privacy, security, and records retention laws.
- 6.3. AI tools must comply with applicable privacy, security, and records retention laws, including M.G.L. c. 66A (Fair Information Practices Act), M.G.L. c. 66, §10 (Public Records Law), M.G.L. c. 93H (data breach notification), and 201 CMR 17.00 (Standards for the Protection of Personal Information of Massachusetts Residents). The Town's Written Information Security Program (WISP) shall be updated to address the use of AI tools and any associated data-handling risks.
- 6.4. Outputs generated using Town data remain Town records where applicable
- 6.5. Employees must follow the Town's Privacy Policy and Data Security policies when using AI tools

7. TRANSPARENCY AND ACCOUNTABILITY

- 7.1. Town employees remain accountable for all work products, including those assisted by AI.
- 7.2. AI-generated content used in public-facing communications, official decisions, or formal reports must be clearly and conspicuously disclosed. Disclosure shall be consistent with the requirements of the proposed Massachusetts Artificial Intelligence Disclosure Act and applicable guidance from the Secretary of the Commonwealth.
- 7.3. AI-generated content used in public-facing materials should be disclosed where appropriate
- 7.4. AI tools are advisory in nature and do not replace professional judgment

8. ACCURACY AND BIAS

- 8.1. AI-generated outputs must be reviewed for accuracy, relevance, and completeness
- 8.2. Employees must be alert to potential bias or errors in AI-generated content
- 8.3. AI outputs shall not be relied upon as the sole source of truth for decisions

9. VENDOR AND TOOL APPROVAL

- 9.1. Departments may only use AI tools approved by the Town's Information Technology Department.
- 9.2. Vendors providing AI-enabled services must meet the Town's privacy, security, and contractual requirements.
- 9.3. Consumer-grade AI tools, including free public versions of ChatGPT, Gemini, and similar platforms, are prohibited on Town-issued devices and for Town business unless explicitly approved by the IT Department. The IT Department shall maintain and publish a current list of approved tools and the process for requesting new tool approvals, with a target response time of 30 days for approval requests.

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10. RECORDS MANAGEMENT

- 10.1. AI-generated content related to Town business constitutes a public record subject to disclosure under M.G.L. c. 66, §10, unless a specific statutory exemption applies.
- 10.2. Records must be retained in a retrievable format and managed in accordance with Massachusetts records retention schedules issued by the Secretary of the Commonwealth. Employees shall not use AI tools that automatically delete prompts or outputs, or that cannot export them for retention purposes.
- 10.3. Prompts and outputs are subject to public records requests under M.G.L. c. 66 and shall be preserved accordingly.

11. ACCESSIBILITY

- 11.1. AI-generated public-facing content must comply with Section 508 of the Rehabilitation Act of 1973, the Americans with Disabilities Act (ADA), and applicable Massachusetts accessibility standards. Employees must verify that AI-generated materials meet applicable accessibility requirements before publication or distribution.

12. INCIDENT REPORTING

- 12.1. Employees who suspect that sensitive or confidential information has been inadvertently entered into an AI tool, or that an AI-related incident may constitute a data breach, must report the incident immediately to the IT Department and the Town Manager's office.
- 12.2. The Town shall respond to AI-related data security incidents in accordance with M.G.L. c. 93H and its data breach notification policy, including notifications to affected individuals and the Office of the Attorney General, as required.

13. TRAINING AND AWARENESS

- 13.1. Employees using AI tools must complete any required training
- 13.2. Departments are responsible for ensuring staff understand appropriate and inappropriate uses

14. VIOLATIONS

Violations of this policy may result in disciplinary action, suspension of access to technology resources, or other appropriate measures.

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15. DEPARTMENTAL OPERATING PROCEDURES

The Police Department shall maintain a departmental Generative AI Use Standard Operating Procedure (SOP) consistent with and subordinate to this policy. The SOP shall address operational procedures and any other operational details specific to law enforcement use.

POLICY REVIEW AND UPDATES

This policy will be reviewed periodically and updated as technology, law, or Town operations evolve.

Date	Action	Effective Date
2/25/2026	Establishing Policy - RQ	7/1/2026

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Appendix A - Approved AI Tools

16. Approved Tools

16.1. General-Purpose AI Assistants

- 16.1.1. Google Gemini for Workspace (logged in with your Town/School Account)
- 16.1.2. ChatGPT Enterprise
- 16.1.3. Claude (Anthropic) (paid version)
- 16.1.4. Microsoft 365 Copilot

16.2. Coding & Developer Tools

- 16.2.1. Claude Code (paid version)
- 16.2.2. ChatGPT Enterprise

16.3. Writing & Content Creation

- 16.3.1. Jasper / [Copy.ai](#) (paid version)

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