Artificial Intelligence Acceptable Use Policy

A. Purpose

This policy establishes a framework for responsible and ethical use of Artificial intelligence (AI) technologies at Kutztown University. This policy aims to foster an environment where the use of Artificial Intelligence aligns with our commitment to academic integrity, respect, privacy, and responsible innovation while protecting the rights and privacy of individuals and complying with all applicable laws and regulations.

B. Scope

This policy applies to all AI technologies, systems, and applications owned or operated by or on behalf of Kutztown University. It covers all students, faculty, staff, contractors, and guest users who have access to the university's AI resources or other AI systems used with Kutztown University resources.

C. Definition(s)

- **Artificial Intelligence (AI)**: The simulation of human intelligence processes by machines, especially computer systems.
- **AI System**: A system that uses AI technologies to perform tasks that would normally require human intelligence, such as visual perception, speech recognition, decision-making, and language translation.
- **Bias -** refers to systematic and unfair discrimination in AI systems that can arise from prejudiced assumptions, data imbalances, or flawed algorithms, leading to unequal treatment or outcomes.
- **Data Protection**: The set of laws, regulations, and best practices that direct the collection and use of personal data about individuals.
- **Deepfake**: A type of synthetic media created by using artificial intelligence to manipulate or generate visual and audio content. Deepfakes often involve realistic alterations of videos, images, or voices to make it appear as though someone is saying or doing something they did not actually do.
- **Generative AI -** A type of artificial intelligence that can create new content, such as text, images, or music, by learning patterns from existing data.
- **Large Language Models (LLM)** - These are advanced AI systems that use deep learning techniques to understand, generate, and manipulate human language, capable of performing tasks such as translation, summarization, and text generation by processing vast amounts of text data.
- **Machine Learning (AI) -** A subset of artificial intelligence that involves the use of algorithms and statistical models to enable computers to learn from and make predictions or decisions based on data.
- **Users**: Individuals with access to Kutztown University's AI technologies and resources as outlined in the scope of this policy.
- **Transparency**: The practice of being open and clear about the use of AI technologies, including informing individuals when they are interacting with or being affected by AI systems.

D. Policy & Procedure(s)
Ethical Use

AI technologies must be used in a manner that respects the rights and dignity of all individuals. Users must avoid any actions that could introduce bias and discrimination.

AI should not replace but augment human decision-making processes ensuring that Kutztown University values are maintained.

Users must be transparent about the use of AI technologies, including informing individuals when they are interacting with or being affected by AI systems.

Users must comply with all applicable local, state, federal, and international laws and regulations when using AI technologies.

AI technologies are not always accurate. Users are responsible for reviewing and verifying output before use.

The use of AI to create deepfakes, misrepresentation, or other malicious purposes is prohibited.

Privacy & Confidentiality

Users must ensure that AI technologies are used in a manner that protects the privacy and confidentiality of personal information. Please see the university policy on Data Classification.

AI systems utilizing university data must comply with university data governance policies. Sensitive, and confidential data must be handled with appropriate safeguards to prevent misuse, unauthorized access, or disclosure.

Users shall not submit sensitive or confidential information including personally identifiable information (PII) to any publicly available generative AI, Large Language (LLM) or Machine Learning (ML) AI environments.

Intellectual Property and Copyright

Users must respect copyright and intellectual property rights when using AI tools. Use of AI tools to replicate copyrighted content (e.g., textbooks, research papers) without proper licensing or permission is prohibited.

AI-generated content may lack copyright protections. Users are responsible for understanding any legal limitations of their AI-generated outputs and for attributing AI as a source where applicable.

Use in Research and Teaching

Researchers using AI to collect, analyze, or generate research data should follow the same ethical guidelines as for any other research method.

Faculty should provide guidance on how students are permitted to use AI in their coursework, clearly stating permissible and impermissible uses. Students should adhere to these guidelines and seek clarification when uncertain.

Compliance

Kutztown University must follow federal and state laws and regulations concerning data protections and should not conflict with the following laws and regulations. Refer to Data Protection Compliance-related Resources below for applicable regulations.

Enforcement

Violations of this policy may result in disciplinary action, including suspension of access to Kutztown Provided AI resources, disciplinary review, and legal action.

E. Data Protection Resources
- **FERPA (Family Educational Rights and Privacy Act)** – A federal law that protects the privacy of students' education records, granting students the right to inspect and review their records, request amendments, and control the disclosure of personally identifiable information.
- **GDPR (General Data Protection Regulation)**: A legal framework that sets guidelines for the collection and processing of personal information from individuals who live in the European Union (EU).
- **GLBA** (Gramm-Leach-Bliley Act)- A federal law that requires financial institutions, including higher education institutions, to protect the privacy and security of customers' financial information through the implementation of administrative, technical, and physical safeguards.
- **HIPAA (Health Insurance Portability and Accountability Act)**: A federal law enacted in 1996 that establishes national standards to protect the privacy and security of individuals' medical records and other personal health information, ensuring that this information is properly safeguarded and only disclosed with the patient's consent or as required by law.
- **Privacy Act of 1974 -** A federal law governing the collection, maintenance, use, and dissemination of information about individuals maintained in systems of records by federal agencies.
- **California Consumer Privacy Act (CCPA)**: A California state statute intended to enhance privacy rights and consumer protection for residents of California.

F. Approved By
- Administrative Council – 2/20/25
- President – 3/17/25

G. Effective Date
- 3/17/25