November 2024

Artificial Intelligence Usage Policy │ Policy

POLICY OWNER:	Technology Department
POLICY APPROVED BY:	Director of Technology
POLICY CONTACT:	help@water.org

Policy Contents

I. Policy Overview

Policy Statement

Use of AI Tools presents opportunities for greater efficiency and value, but also presents risks, including data security, confidentiality, protection of intellectual property, privacy and regulatory compliance. Water.org's use of AI must be responsible, ethical, and legally compliant.

AI Tools include any computer-based system with a component of machine learning or autonomous reasoning and/or decision-making that can train on data and/or content to process and provide information, generate content, and/or make predictions, recommendations, or decisions, including, for example, machine learning models and generative artificial intelligence ("Generative AI"). Generative AI is an AI Tool that is designed to generate <u>new</u> data or content from existing data or content, including but not limited to AI Tools that use deep learning techniques, diffusion models, and large language models ("LLM"). Examples of Generative AI include, without limitation, ChatGPT, Bard, CoPilot, DALL-E, and Stable Diffusion.

This Policy will be updated and/or amended by Water.org from time to time due to the rapidly changing and developing AI landscape.

Purpose

This Artificial Intelligence Usage Policy (the "Policy") describes the Water.org policy regarding use of artificial intelligence technologies ("AI Tools").

Applicability

This Policy applies globally to Water.org and the following subsidiaries; Water.org Mexico, A.C., Water.org Brazil, and Water.org Kenya, and each of their respective employees, contract workers, and/or contingent workers (collectively, "Water.org Personnel"). Water.org Personnel remain subject to all other Water.org policies and standards. This policy will be also available in Spanish, Portuguese, and Bahasa.

Governance

The **Technology Department** is the owner of this policy and is responsible for administering, reviewing, and making recommendations for updates or changes to this policy in alignment with business needs.

Violations

It is the expectation of Water.org that direct supervisors proactively manage their direct reports' compliance with this Policy. Non-compliance, from an employee or a direct supervisor, may result in progressive disciplinary actions consistent with the organization's established HR procedures.

II. Policy

1. Use of AI Tools

Use of AI Tools for work-related purposes (e.g., note taking tools, generative tools that produce content, research & analytics tools) are subject to Technology and/or Legal Department approval and pursuant to the rules and procedures set out in this Policy, as well as any other instructions or guidelines provided when given access to certain AI Tools. Water.org Personnel may not use AI Tools for non-work-related purposes on Water.org-provided devices, including computers and cell phones, or on Water.org networks or systems.

Any AI Tools for which Water.org or its affiliates has a current license agreement is a "**Licensed AI Tool.**"

Any AI Tools for which Water.org or its affiliates does not have a current license or such license is limited to specific functionality of the AI Tool and the proposed use falls outside that specific functionality, is considered an "**Unlicensed AI Tool.**"

1.1 Use of Unlicensed AI Tools

Water.org Personnel may not use Unlicensed AI Tools on Water.org networks, systems, or devices for any purposes without Technology Department approval including but not limited to providing Water.org data, content, or information as inputs to such tools.

Please note that uses of Unlicensed AI Tools are generally subject to the tool operators' terms and conditions. For the avoidance of doubt, Water.org Personnel may not use any Unlicensed AI Tools that would subject Water.org to such terms and conditions.

1.2 Use of Licensed AI Tools

Water.org Personnel may use Licensed AI Tools for work-related purposes, provided that: (a) use of the Licensed AI Tool is consistent with the functionality for which Water.org has licensed the AI Tool; and (b) use of the Licensed AI Tool complies with any contractual restrictions or other tool-specific guidelines, When AI algorithms are used for decision making, periodic audits will be undertaken to mitigate bias.

Access to any AI Tool on Water.org systems is subject to any controls that the Technology Department deems appropriate.

Contact help@water.org to access the approved Licensed AI tools list.

2. Guidelines

2.1 Restrictions on inputs

    A.   Confidential and business proprietary information

No confidential information, or other data to which Water.org has an obligation of non-disclosure or confidentiality, including but not limited to Water.org or third-party proprietary materials, may be input into an AI Tool unless otherwise approved by the Legal Department. Note that when participants will be discussing confidential or proprietary information on video conference and telephone calls, AI Tools should not be used for recording, note-taking, or summarizing those calls.

    B.   Personally identifiable information (PII)

Do not input personally identifiable information including but not limited to (e.g., names, addresses, email, phone numbers, GPS info, biometric data of donors/partners/individuals/employees/other organizations/etc.), into an AI tool without written approval from the Legal Department. If the AI Tool engages in automated processing of PII or uses data of anyone under the age of 18, written approval from the Legal Department is required. Examples include the use of AI Tools to target, profile, evaluate or analyze individuals (e.g., targeted advertising or personalized recommendations). To the extent the use of PII from WaterPortal is involved, approval from the Chief Insights Officer is required.

Wherever possible, inputs into AI tools should be comprised of de-identified and aggregated data sets where: (i) individual, household, and device identifiers have been removed, and (ii) is comprised of information of at least 50 unique individuals, households, or devices combined. These inputs should be reviewed by the staff member's supervisor prior to submission.

    C.   Intellectual property (IP)

Intellectual property owned by Water.org or a third party may not be input into an AI Tool without written approval from the Marketing Department. Do not input third-party IP, or other third-party content or data unless such content or data is licensed or otherwise permitted for use in AI Tools. Note that some license agreements for third-party IP, content or data may include restrictions on use of third-party materials in AI Tools.

Do not input references to specific companies, people or properties for generating output intended to mimic or have similarities to such Water.org, people or properties (e.g., do not prompt an AI Tool to generate a tag line evocative of a competitor's tag line). References to specific companies, people, or properties as inputs may be used to generate outputs that merely reference such Water.org, people or properties in a purely factual manner (e.g., to summarize recent news articles about a specific Water.org event).

    D.   Legally privileged information

Legally privileged or protected information (e.g., attorney-client communication, legal advice) may not be input into an AI Tool without written approval from the Legal Department. Use of legally privileged information in AI Tools risks breaching the privilege and confidentiality of such information.

2.2 Restrictions on outputs

    A.   Intellectual property

Generative AI Tools should not be used to generate content protectable by copyright or other forms of intellectual property that Water.org seeks to protect. AI-generated works must have a sufficient level of human involvement to be protectable as intellectual property.

Any use of Generative AI Tools to produce content that Water.org intends to protect as intellectual property must be approved by the Marketing Department. If approved, any use of Generative AI Tools to generate any portion of content must be identified and disclosed for tracking purposes and to assess whether a disclaimer may be required to secure registration or to enforce IP rights.

AI Tools may be used for purposes of ideation, provided that the final product is created by a human and sufficiently distinct from the output created by the AI Tool. AI Tools may be used to "touch up" or edit

existing content. All use of AI Tools for such purposes should be tracked and disclosed pursuant to this Policy.

B. Human resources

AI Tools should not be used to make decisions about human resources, including recruitment, hiring, compensation, evaluations, benefits, healthcare decisions, and insurance coverage.

2.3 Human review

When using an AI Tool, Water.org Personnel remain responsible for the final content. Do not use or rely on output from an AI Tool until it has undergone human review and validation, including:

- Reviewing input and output for logical and factual accuracy, including accuracy of any cited sources; be aware that Generative AI Tools carry the risk of generating incorrect, although superficially plausible, information (a.k.a., "hallucinations");
- Reviewing output containing research or facts against credible and independent sources;
- Reviewing output for potential infringement of third-party intellectual property and other rights; and
- Reviewing input and output, and adjusting as necessary, to protect against bias or social or historical inequalities.

Human review and validation is required AI Tools should not be cited as reference sources and should not be used as a substitute for your own judgment and expertise.

2.4 Disclosures and Tracking

Whenever technically possible, include a disclosure that the output was generated using a Generative AI Tool (e.g., "Created using *[Name of Generative AI Tool]*"), noting the portion of the content generated by the Generative AI Tool. The disclosure may be removed prior to public disclosure after the output is human-reviewed and updated for accuracy and to eliminate any bias or other errors but should be maintained on the initial internal documents and materials. Retain prior versions of the output with the disclosure intact for tracking purposes.

Maintain records of outputs generated from Generative AI Tools, including (i) the elements that were generated by the Generative AI Tool, (ii) the input prompts used to generate those elements, and (iii) the identity of the individual(s) who input the prompt or edited the output.

2.5 Illegal, Malicious, or Inappropriate Activity Prohibited

AI Tools must not be used to perform fraudulent illegal or inappropriate activity, including the generation of content for deceptive or fraudulent activities, or to circumvent privacy or cybersecurity controls.

For any questions about this Policy or concerns about AI usage, please contact help@water.org and include "AI Policy Question" in the subject line.

III. Approval and Responsibility

Employee Responsibilities

Employees are responsible for ensuring that their activity is in compliance with the policy. To establish process and consistency in practice, employees are responsible in directing their inquiries and requests to the Technology Department by emailing their concerns or questions to help@water.org.

Employees should begin the process of seeking approval for usage of AI by discussing with their direct supervisors.

If an employee suspects unauthorized usage of AI tools, please follow the reporting process outlined in the Global Standards of Business Conduct, and alert help@water.org. If an employee wishes to remain anonymous, simply follow the Global Anonymous Reporting section in the Global Standards of Business Conduct.

Direct Supervisor Responsibilities

Direct supervisors should actively discuss the artificial intelligence policy with their direct reports on a regular basis and work with Tech Department to obtain approval if direct report seeks to utilize AI in their work.

IV. Additional Resources

Contact for Support

For any questions about this Policy or concerns about AI usage, please contact help@water.org and include "AI Policy Question" in the subject line.

Related Policies

- Technology and Computer Use Policy
- Global Standards of Business Conduct