



CITY OF MADISON, WISCONSIN

Generative Artificial Intelligence (AI) Interim Policy

Overview

Effective: 03/25/2025

Objective: Establish interim policies on the use of generative artificial intelligence for official City of Madison business.

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Purpose

This policy establishes an extension of the six (6) months pause on the use of generative artificial intelligence (AI) for official City of Madison business until **March 31, 2026**. During the pause, there will not be any new use cases without approval through the [New Technology Request](#) process. Meanwhile, a City of Madison team ("AI Team") of subject matter experts will continue to develop guidelines for using AI tools.

Scope

This policy applies to all use of generative AI systems by employees and contractors while doing work for the City of Madison. Generative AI systems include, but are not limited to, ChatGPT, Google Bard, Dall-E, and Bing Chat. Generative AI does not refer to algorithms that a person defines, such as a human-created calculation in a spreadsheet. This policy does not prohibit you from using approved internet search engines. However, this policy does apply to any generative AI modules of these products, such as ChatGPT. **Users must not input any City data in search engines, nor ask them to generate new content using AI.**

AI systems approved through the New Technology Review (APM 3-20) are not prohibited by this pause.

Background

IT is responsible for maintaining the confidentiality, integrity, and availability of the City's information systems and assets. As the landscape of generative AI continues to evolve, the City must address the risks of using generative AI.

Generative AI refers to AI capable of generating text, images, or other content using generative models. Although these systems have numerous benefits, generative AI introduces many potential risks.

Potential risks with generative AI systems include, but are not limited to:

- Generated content may contain inaccuracies or biases reflecting the source material.

- These systems may record protected and sensitive information and reproduce it elsewhere.
- Source materials are not cited and may include copyrighted materials.
- Generated content must follow City retention policies and public record laws.
- An audience may not know when or how content is AI generated.

Acquisition or Use

APM 3-20 governs the approval process for software products. This includes downloadable software, software as a service, web-based services, browser plug-ins, and smartphone apps. Free or piloted software must obtain approval through this process.

If a City employee wishes to use a generative AI tool, the employee must submit an approval request through the IT Service Center. The request must include a business case for using generative AI for City business. AI included with approved software does not require additional permission to use.

Next Steps

This policy is a temporary pause to allow time to create updated policies on generative AI. This includes developing guidelines and training materials for potential use of generative AI. The AI Team will develop these policies, guidelines and training materials with key stakeholder input.

Policy Review

The AI Team will view and revise this policy, as necessary, in six (6) months from the effective date.