

Artificial Intelligence (AI) Use Policy

Effective Date: March 17, 2026

Policy Owner: Humane Society of Tampa Bay Leadership Team

PURPOSE

The Humane Society of Tampa Bay (HSTB) recognizes that Artificial Intelligence (AI) can enhance efficiency, creativity and operational effectiveness. However, AI must be used responsibly and ethically to maintain the trust of HSTB's donors, volunteers, adopters, hospital clients, staff, other stakeholders and the community we serve.

This policy establishes standards for the responsible use of AI tools while protecting:

- Donor and stakeholder privacy
- Organizational data and security
- Ethical storytelling about animals and people
- The integrity of HSTB communications

AI tools are intended to support staff productivity, not replace human judgment, emotion, or oversight.

SCOPE

This policy applies to employees, contractors, consultants, volunteers, interns and authorized users accessing AI tools using HSTB systems or data. Covered AI tools include:

- Generative AI writing tools
- AI research and summarization tools
- AI image generation or editing tools
- AI-powered marketing tools
- AI data analysis platforms

GUIDING PRINCIPLES

- **Human Oversight** – AI outputs must be reviewed and approved by a human before use.
- **Accuracy and Integrity** – AI-generated information must be verified for accuracy.
- **Ethical Representation** – Animals and people must never be misrepresented.
- **Data Protection** – Confidential or personally identifiable information must not be entered into unapproved AI systems.
- **Mission Alignment** – AI use must support the mission and values of HSTB.

ACCEPTABLE USES

AI tools may be used for:

- Brainstorming campaign ideas or messaging
- Drafting early content outlines or communications
- Editing text for clarity, brevity, or tone
- Summarizing public information
- Meeting summaries or administrative support
- Grant research and summarizing program data

AI may assist with limited image adjustments such as cropping, lighting correction or background expansion. Images must remain truthful and must not alter factual reality.

PROHIBITED USES

AI must not be used to:

- Create false rescue stories or animal histories
- Generate fictional testimonials or endorsements
- Produce misleading donor communications
- Add injuries or medical conditions to animal photos
- Alter animals to increase sympathy
- Impersonate staff, donors, volunteers, or public figures
- Produce deceptive media such as deepfakes

DATA PRIVACY AND SECURITY

AI tools should be treated as non-secure platforms unless explicitly approved. Sensitive data should be redacted or replaced with placeholders before using AI tools. Staff must not enter sensitive information into AI systems, including:

- Donor personal information or publicly identifying details
- Volunteer or adopter personal information
- HR or payroll records
- Veterinary or medical records
- Financial or strategic organizational information

APPROVED AI TOOLS

HSTB may maintain a list of approved AI platforms. Employees should only use approved tools and enterprise accounts when working with organizational data. New tools must be reviewed by leadership prior to use.

ACCURACY AND COMPLIANCE

AI may produce inaccurate or copyrighted material. Staff must verify facts, confirm statistics and ensure copyrighted content is not reproduced improperly. The employee using AI remains responsible for the final content.

HUMAN REVIEW

All AI-generated materials must be reviewed by an authorized human before distribution. Public-facing materials must follow brand and standard communications approval processes.

TRAINING

Employees may be required to complete training on responsible AI use, cybersecurity and data protection before using AI tools for organizational work.

INCIDENT REPORTING

Any suspected misuse of AI, data exposure or security incident should be reported immediately to a supervisor.

COMPLIANCE

HSTB may monitor AI usage on organizational systems to ensure compliance. Violations may result in loss of AI access, corrective action or disciplinary measures.

POLICY REVIEW

This policy will be reviewed periodically as AI technology evolves.