



Town of Rockland
242 Union St, Rockland, MA 02370

AI Use Policy

Artificial Intelligence (AI) Use Policy

Definitions

Artificial Intelligence (AI): A technology solution, system, or machine that is meant to mimic human intelligence to perform tasks while iteratively improving itself based on the information it collects.

Generative Artificial Intelligence (AI) refers to a class of AI systems capable of creating original content such as text, images, audio, video, or software code. Unlike traditional AI, which typically classifies or predicts based on existing data, generative AI can produce new outputs that resemble human-created work.

Policy

1. The Town of Rockland recognizes the potential benefits of generative AI tools to improve efficiency, creativity, and service delivery. At the same time, use of these tools must be carefully managed to protect residents, employees, and the Town from risks associated with improper handling of sensitive data. This policy establishes guidelines for appropriate and responsible use of generative AI.
2. **Purpose.** The purpose of this policy is to define the permitted and prohibited uses of generative AI within Town government, ensuring compliance with state and federal laws, protecting confidential information, and maintaining public trust.
3. **Scope.** This policy applies to General Government Town of Rockland employees, contractors, volunteers, and any other individuals who use generative AI tools for Town business.
4. **Prohibited Data.** The following categories of information must not be entered into any AI prompt or system:
 - a. Personally Identifiable Information (PII): names with addresses, dates of birth, SSNs, or contact details.
 - b. Protected Health Information (PHI): medical, mental health, or disability-related records (HIPAA-covered).
 - c. Legal Advice.
 - d. Security and Infrastructure Data: IT systems, passwords, vulnerabilities, emergency response plans, or law enforcement data.
 - e. Resident and Community Data: tax accounts, billing information, social services records, complaints tied to individuals.
 - f. Other Confidential Data: information exempt under Massachusetts Public Records Law.

5. Permitted Uses. Generative AI may be used for the following purposes, provided no prohibited data is included:

- a. Drafting communications or public messaging using non-sensitive information.
- b. Summarizing publicly available reports or documents.
- c. Creating templates, forms, or standard operating procedures (SOPs).
- d. Brainstorming ideas or generating content for training, planning, or public engagement (non-sensitive only).

6. Oversight and Review.

- a. All output generated by AI must be reviewed by a Town employee before release.
- b. The Town IT Director and Managed Service Provider will oversee implementation of this policy and review it annually. Violations may result in disciplinary action consistent with Town policies and collective bargaining agreements.
- c. This policy ensures the Town of Rockland responsibly leverages the benefits of generative AI while safeguarding sensitive information and upholding public trust.

7. Future Applications and Approval. The Town of Rockland will continue to explore potential applications of generative AI in municipal government to enhance efficiency, transparency, and service delivery. Any uses of AI not explicitly permitted in this policy must be discussed with and receive prior approval from the Town Administrator before implementation.

8. Point of Contact. The point of contact for this policy is the undersigned at Geno@rockland-ma.gov or by telephone at (781) 871-1895 with Managed Services Provider SecureWon at support@securewon.com or by telephone at 855-458-6947 as the backup.

Adopted by the Select Board on 10/21/2025.