

VCOS AI Policy

Guidelines for ensuring the Visit Colorado Springs staff are responsible, ethical and efficient when utilizing Artificial Intelligence.

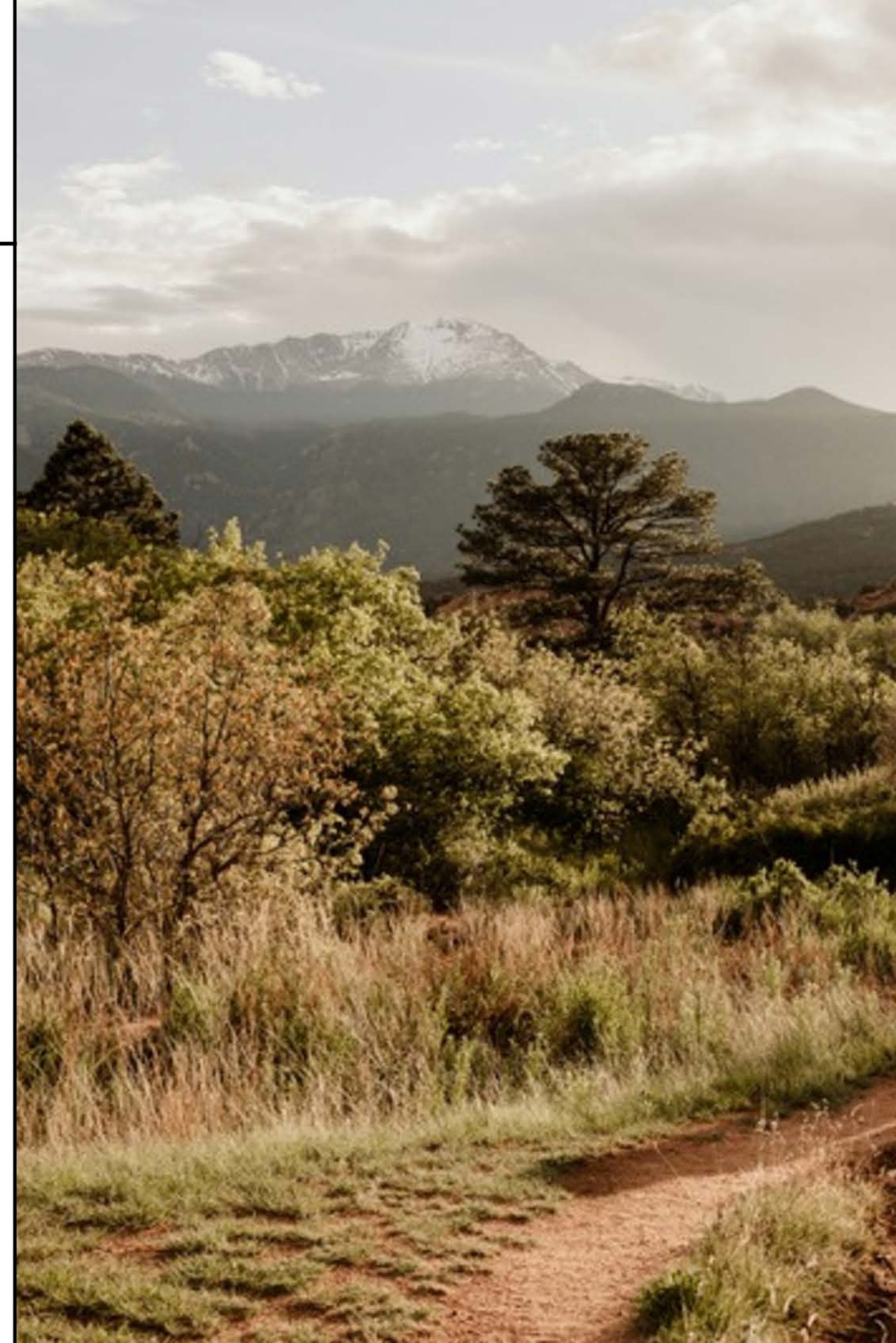


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Why use AI?

AI is a tool to ***augment*** our work, not replace it.

AI excels at automating repetitive tasks and providing data-driven insights. ***However, human creativity, judgment and emotional intelligence remain irreplaceable.***

The following guidelines outline the responsible use of Artificial Intelligence (AI) technologies within Visit Colorado Springs (VCOS). AI can be a powerful tool to enhance our marketing efforts, improve visitor experiences and optimize our operations. But remember, it's crucial to utilize AI responsibly and ethically. With these policies, VCOS staff will be able to use AI to become more efficient and accurate in their day-to-day work.

Definitions

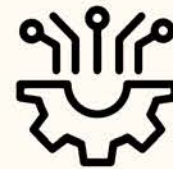
Artificial Intelligence (AI) includes a wide range of technologies and methods designed to mimic human intelligence.



Artificial Intelligence (AI):

AI refers to the development of computer systems that can perform tasks typically requiring human intelligence. **Examples:**

- *Learning*
- *Reasoning*
- *Problem-solving*
- *Perception*
- *Language understanding*



Machine Learning (ML):

Models trained on datasets to recognize patterns and make predictions. Rather than following only fixed rules, ML systems improve with exposure to more data. **Examples:**

- *Predictive analytics*
- *Automated classification*



Natural Language Processing (NLP):

NLP is the interaction between computers and humans through natural language. It involves the ability to read, understand and generate human language. **Examples:**

- *Chatbots*
- *Language translation*
- *Sentiment analysis*

Permissible Use of AI

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- 1 **Content Creation:** AI can assist with generating draft marketing materials, social media copy and email content, allowing for faster turnaround times and consistent messaging. ***However, human input, review and editing are essential to ensure accuracy and brand voice.***
- 2 **Data Analysis and Personalization:** AI can analyze vast amounts of visitor data to identify travel trends, preferences and demographics. This allows us to tailor marketing campaigns to specific audience segments and personalize the visitor experience
****Example:*** Recommending attractions based on visitor travel behavior.
- 3 **Chatbots and Virtual Assistants:** AI-powered chatbots can provide 24/7 customer service, answer frequently asked questions and assist visitors with trip planning.
- 4 **Image and Video Recognition:** AI can be used to analyze content on social media to understand visitor sentiment and identify popular destinations within our region. It can also recognize locations, objects and features, labeling them and categorizing them in a media management tool.
- 5 **Repetitive Tasks:** Identify tasks that are well-defined and rule-based, such as data entry, scheduling or report generation. AI excels at automating these, freeing up employees for more strategic work.

Non-Permissible Use of AI

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- 1 **Automated Decision-Making for Sensitive Issues:** AI should not determine marketing budget allocation or target specific demographics based on potentially biased data. ***Human oversight is crucial for responsible decision-making.***
- 2 **AI for Highly Sensitive Data:** Never use AI with data like credit card information or personally identifiable information. Never input any of your own personal data or the personal data of our partners, colleagues or stakeholders. Do not upload VCOS organization information or visitor data to public AI models.

- 3 **AI Without Proper Review and Oversight:** All AI outputs, including marketing content, chatbot responses or data analysis results, must undergo thorough human review and analysis before being implemented, shared or used. This includes checking for plagiarism and accuracy to ensure our content is original and respects intellectual property rights.
- 4 **Improper Use Of Notetaking Tools:** Automatic recording of meetings, recording external partner or stakeholder meetings without explicit consent or sensitive discussions (e.g., HR or legal matters) should not be recorded. Never save transcripts, only notes/outlines.

Non Permissible Use of AI

Continued

- 5 **Images/Video:** AI-generated images and videos are not permitted. VCOS works with talented photographers and videographers and prides itself on sharing only authentic, high-quality content. All visual content should reflect the true essence of our destinations and be sourced from our professional collaborators, staff or user-generated content.

 - **Exception:** AI may be utilized on images for design purposes, such as removing background items and logos or extending the sky to create space for copy.
- 6 **Plagiarism:** AI-generated content should not be used without proper attribution or citation, when necessary. VCOS is committed to creating original and ethical marketing materials or crediting the creator/author.

Approved Tools

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Not all tools are compliant with our policy, secure or appropriate for VCOS staff to use. To ensure safety, consistency and efficiency, the following are the only AI tools approved for use by VCOS staff.

- 1 ChatGPT:** Business subscription offers enhanced security, data privacy, shared workspaces, collaboration features, analytics and integrations that meet our organizational standards.
 - **Access and Payment:** *This is the only AI platform for which VCOS will pay for a paid membership.*
 - **Great for:** A wide range of tasks, including writing and editing, brainstorming ideas, learning and education, programming assistance and information retrieval on various topics.
- 2 Claude (Anthropic)**
 - **Access and Payment:** Free version use only; VCOS will not pay for premium access.
 - **Great for:** A wide range of tasks, including writing (content generation, editing, summarization), coding (generating, debugging and reviewing code, working with Jupyter notebooks), information retrieval (Q&A, research, complex query handling) and creative collaboration.
- 3 Microsoft Copilot**
 - **Access and Payment:** Free version only; VCOS will not pay for premium access.
 - **Great for:** Enhancing productivity by automating tasks and providing intelligent assistance across various platforms, particularly within the Microsoft 365 suite.

Approved Tools

Continued

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Perplexity

- **Access and Payment:** Free version use only; VCOS will not pay for premium access.
- **Great for:** Conducting background research on general topics related to tourism, marketing, event planning or other job-related information.

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Otter.ai

- **Access and Payment:** This is the only approved AI-powered notetaking tool for VCOS staff. Free version use only; VCOS will not pay for premium access.
- **Great for:** Recording and summarizing internal meetings, webinars or conferences. Generating shareable notes for staff reference.

Staff may encounter many new AI tools. If a tool is not listed above, it is not approved for VCOS use. Staff must request review and approval from the Marketing & Communications leadership team before adopting or experimenting with any new AI platform. This list will be periodically reviewed and updated as technologies change and emerge.

REMEMBER – While these tools are approved, they all require manual review and editing of final outputs. If you are unsure whether a specific usage of the tool is allowable, please consult with your supervisor and/or executive team for guidance.

Avoiding Plagiarism

Utilize these tips to ensure content is original and free from plagiarism.

Review and Edit: Always thoroughly review and edit AI-generated content to ensure it expresses your ideas and brand voice in your own words. Don't rely solely on the AI output.

Paraphrase Effectively: If the AI generates a particularly useful phrase or sentence, paraphrase it to rephrase the information while maintaining the meaning.

Cite Sources (if applicable): In some cases, depending on how the AI tool works, you may need to cite the sources the AI used to generate the content.

Use Plagiarism Detection Tools: Plagiarism detection tools are available online or through library resources and can double-check your content for unintentional plagiarism, especially if the AI tool you're using is new or unfamiliar.

Human Oversight

Human oversight ensures responsible decision-making by considering ethical implications and the broader context.

AI systems rely on data and algorithms that can inherit biases, contain false information (“hallucinations”), or plagiarize.

Here are some examples where human expertise remains crucial:

- **Reviewing and Editing AI-Generated Content:** AI can draft marketing copy, but human review is essential to maintain brand voice and ensure factual accuracy.
- **Understanding Complexities and Nuances:** AI can analyze data, but humans interpret the insights and make strategic decisions based on their experience and understanding of the market.
- **Building Relationships and Empathy:** AI can't replace the human touch when interacting with potential visitors or building relationships with tourism partners.



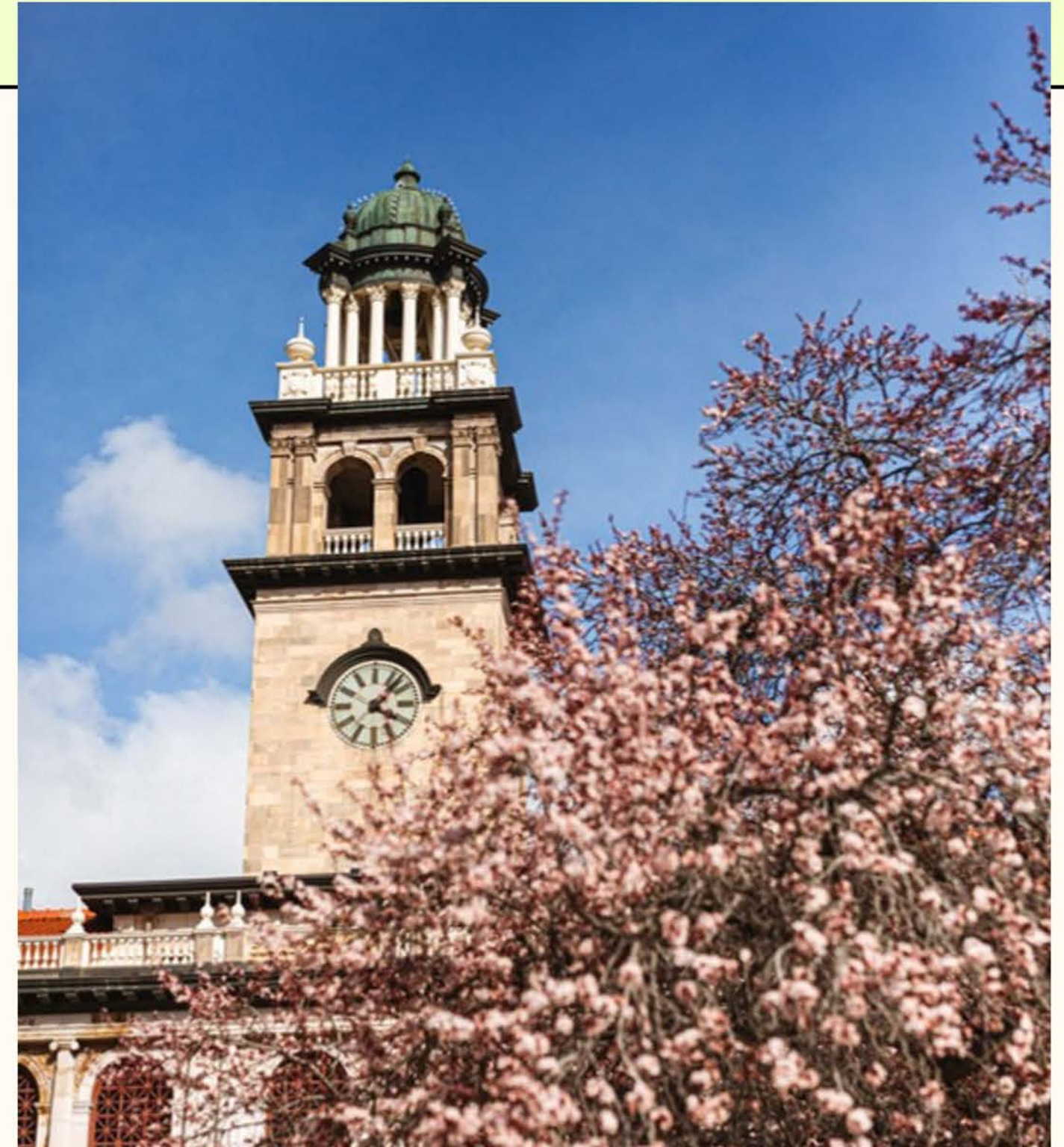
Mitigating Bias in AI:

VCOS is committed to using AI in a way that promotes fairness and inclusivity.

What is Algorithmic Bias?

Algorithmic bias occurs when an AI system unfairly favors certain groups of people over others. This can lead to biased decisions that might negatively affect certain individuals or groups.

It is important to prioritize diverse datasets for AI training to minimize bias based on factors like ethnicity, gender, identity or socioeconomic background.



Mitigating Bias in AI:

Continued

How Can We Detect Bias? It's important to understand the basics of how VCOS can identify and fix bias in AI systems.

Practical Steps:

Collect Data: Gather data on the decisions made by the AI.

Example: If the AI is used to recommend marketing campaigns, collect information on who gets targeted and who doesn't.

Look for Patterns: Check if certain groups (e.g., based on race, gender, etc.) are consistently getting better or worse outcomes. If you notice such patterns, there might be bias.

Look for Biased Language/Ideologies: Be vigilant in reviewing AI data to look for any biased language/ideologies that target an individual or group based on race, gender, sex, religion, age or ability.

Report Findings: Share observations with leadership and staff members so that it can be addressed and avoided. New prompts can help adjust and steer the technology to more equitable outcomes.

Mitigating Bias in AI:

Continued

Simple Tips for Ensuring Fair AI:

By following these simplified steps and collaborating with all staff members, VCOS can ensure that our AI systems are fair, ensuring trust and transparency in all our operations.

1. **Regular Monitoring:** VCOS staff will regularly check the outcomes of AI decisions to ensure they remain fair over time.
2. **Feedback Loop:** VCOS will encourage feedback from those affected by AI decisions and report any concerns to the Marketing team.
3. **Ethical Use:** VCOS will always aim to use AI ethically, ensuring it benefits everyone without discrimination.

Mitigating Bias in AI:

Continued

Example Scenarios by department:

Bias in Communication Style for Outreach

Partnership uses ChatGPT to generate a list of partners for a collaboration. The goal is to identify diverse organizations that reflect a wide range of racial, ethnic, religious and identity-based backgrounds.

Potential Bias:

The model might have a bias toward suggesting organizations that are used more frequently or that align with more commonly represented identities in the training data. As a result, it may underrepresent or overlook smaller, less well-known organizations that serve minority or underrepresented communities.

Bias in Creating Inclusive Marketing Content

Marketing & Communications uses ChatGPT to generate content for promotional materials, social media posts and advertising campaigns. The goal is to create content that resonates with a diverse audience and represents various racial, ethnic, gender and identity groups.

Potential Bias:

The model might produce content that inadvertently reflects stereotypes or lacks inclusivity due to biases in the training data.

Mitigating Bias in AI:

Continued

Example Scenarios by department:

Bias in Recommending Local Attractions

A VIC staff member uses ChatGPT to assist in recommending local attractions, restaurants and services to visitors. The goal is to provide tailored suggestions based on the visitor's preferences, needs and background.

Potential Bias:

The model might have a bias toward recommending attractions or services that align with more general or mainstream preferences, potentially overlooking or underemphasizing options that cater to specific cultural or accessibility needs.

Bias in Scheduling or Task Prioritization Tools

Administrative staff uses an AI tool to help manage schedules, prioritize tasks and automate workflows. It analyzes various factors to suggest the most efficient ways to organize meetings, assign tasks and allocate resources.

Potential Bias:

The AI tool might exhibit bias in how it prioritizes tasks or schedules based on patterns it has learned from the data. The data might overemphasize the importance of certain roles or departments and prioritize tasks or meetings involving those roles over others.

Mitigating Bias in AI:

Continued

Example Scenarios by department:

Bias in Venue or Vendor Recommendations

A member of our sales team uses ChatGPT to assist in generating recommendations for venues when planning an event. The model suggests options based on the criteria provided, such as location, event type and budget.

Potential Bias:

The recommendations generated by ChatGPT could be biased towards bigger venues. If the model has been trained on a data set that includes more information about larger, more popular venues, it might favor these over smaller, local, or niche options, even when those might be a better fit for the client's needs.

Sustainable & Environmentally Conscious Usage

As part of our commitment to sustainability and responsible innovation, we recognize the environmental impact associated with the development and use of Artificial Intelligence technologies. AI systems can require significant energy resources, particularly in the training and deployment of large language models (LLMs) and data processing tasks. To honor our commitment to sustainability and our values as an organization, we are dedicated to utilizing AI in ways that are both purposeful and mindful of our environmental footprint.

Our Shared Responsibility

Every team member has a role to play in ensuring that our use of AI is responsible, efficient and aligned with our environmental values. By thoughtfully utilizing AI, we can harness their benefits while protecting the spaces we are privileged to steward.

Sustainable & Environmentally Conscious Usage

Continued

1. Purposeful and Thoughtful AI Use

- We commit to using AI technologies intentionally and only when they provide meaningful value or clear benefits.
- Team members are encouraged to reflect on whether AI is the best tool for a given task before initiating prompts or processes.
- We will avoid frivolous or unnecessary prompts that do not serve a defined purpose or improve efficiency.
- Team members will use smaller models whenever possible.

2. Efficiency and Optimization

- We prioritize using AI tools and models that are optimized for energy efficiency and lower resource consumption.
- Wherever possible, we select solutions from vendors and providers that utilize sustainable data centers powered by renewable energy sources.
- We aim to consolidate tasks into fewer prompts or actions to reduce redundant processing and energy use.

Sustainable & Environmentally Conscious Usage

Continued

3. Vendor and Partner Sustainability Alignment

- We will seek partnerships with AI providers and platforms that demonstrate a commitment to environmental responsibility.
- Providers should transparently disclose their energy sources, sustainability initiatives and carbon offset strategies.
- Preference will be given to vendors who align with recognized sustainability standards or certifications.

4. Continuous Improvement and Education

- We are committed to ongoing education around sustainable technology use.
- We will stay informed about advancements in low-energy AI models and best practices for sustainable digital operations.
- Team members will be trained to adopt practices that reduce energy use and contribute to the organization's overall sustainability goals.

5. Transparency and Accountability

- We will monitor and assess our AI usage as part of our broader sustainability strategy.

Transparency & Explainability

General Disclosure Principles

- **Transparency:** VCOS will provide clear and accessible information about its use of AI systems, including but not limited to inclusion on the transparency page, in the Annual Report and in board and marketing committee meetings.
- **Accountability:** VCOS will be accountable for the decisions and actions of its AI systems.
- **Ethical Use:** VCOS will ensure that its AI systems are used ethically and do not result in unfair or biased outcomes.
- **Trust:** VCOS will build confidence in the organization's commitment to ethical practices.
- **Compliance:** VCOS will meet regulatory and ethical standards for transparency and accountability.

Transparency & Explainability

Continued

When to Disclose AI Usage:

1. Customer-Facing Applications:

- **Marketing Campaigns:** If using AI to target ads or recommend itineraries, VCOS will inform customers that their preferences are being analyzed by AI.
- **Chatbots and Virtual Assistants:** VCOS will disclose if the interaction is with an AI, not a human, to manage customer expectations.
- **Service Recommendations:** When providing personalized travel itineraries or offers, VCOS will mention that these are generated by an AI system.

2. Marketing and Data Analysis:

- VCOS will include information about the use of AI in its marketing and data analysis activities in the privacy policy and terms of service.

3. Internal Use and Employee Communication

- **Internal Communications:** Employees will be informed about the use of AI systems in internal processes and decision-making through regular training and communication.
- **Employee Handbook:** AI policies and procedures will be included in the employee handbook.
- **Employee Rights:** Employees have the right to understand how AI impacts their work and to raise concerns about its use.

Transparency & Explainability

Continued

4. Stakeholders and Board Members

- **Purpose of AI Usage:** VCOS will clearly explain why AI is being used, highlighting its benefits such as efficiency, accuracy and enhanced decision-making.
- **Specific Applications:** VCOS will describe the specific areas where AI is applied (e.g., marketing, customer service, market research and analysis, financial assessments, etc.).
- **Impact on Stakeholders:** VCOS will discuss how AI affects customers, employees and partners, ensuring it aligns with the organization's values and goals.
- **Bias and Fairness:** VCOS will outline the steps taken to detect and mitigate bias, ensuring the AI systems are fair and unbiased.
- **Monitoring and Review:** VCOS will explain the ongoing processes for monitoring AI performance and ensuring it meets ethical standards.
- **Regular Updates:** VCOS will include AI usage updates in regular board meetings, ensuring continuous awareness and oversight. **Visual Aids:** VCOS will utilize charts, graphs and visual presentations when appropriate to illustrate how AI is integrated into the organization's operations.
- **Case Studies:** Visit COS will present case studies or examples of AI applications and their positive outcomes.

Transparency & Explainability

Continued

How to Make AI Disclosures:

Use Clear and Simple Language: Use straightforward language to explain that AI is being used, avoiding technical jargon.

Use Accessible Information: Ensure disclosures are easily accessible, including them in the handbook, on the website and in the privacy policies.

Have Transparency in Decision-Making: Explain how the AI works in simple terms and why it's being used for the decision.

Send Periodic Reminders: Provide reminders about AI usage during significant interactions or updates.

- **Example:** *"Your personalized travel itinerary has been updated by our AI system based on your latest preferences."*

Provide Opportunity for Feedback: Allow customers and stakeholders to provide feedback on AI interactions and decisions.

- **Example:** *"We value your feedback. Let us know how our AI-powered recommendations are working for you."*

Example Disclosure Statements

- **Generated Itineraries:** *"We use AI technology to analyze your preferences and recommend itineraries tailored to your interests. If you have any questions or concerns, please let us know."*
- **Chatbots:** *"You are now interacting with our AI-powered virtual assistant, designed to help you with your questions efficiently. If you prefer to speak with a human representative, please select that option."*
- **Service Recommendations:** *"Our travel recommendations are generated by an AI system that considers your previous choices and interests. This helps us provide you with the best options suited to your needs."*

Documentation & Reporting

Model Documentation: VCOS will maintain thorough documentation of its AI systems, including their design, training data and performance metrics.

Annual Report: VCOS will include an AI summary in the Annual Report detailing our use of AI, the measures taken to ensure fairness and transparency and any updates to this policy.

Ethical & Legal Compliance

Compliance: VCOS will comply with all relevant legal and regulatory requirements related to the use of AI.

Ethical Guidelines: VCOS' use of AI will adhere to ethical guidelines to prevent bias, discrimination and other negative outcomes.

Review & Updates

Regular Review: This policy will be reviewed annually and updated as necessary to reflect changes in technology, regulations and our AI practices.

Stakeholder Feedback: VCOS will seek feedback from our staff, partners and stakeholders to improve our AI disclosure practices and address any concerns.

Employee Training: VCOS will provide staff with training on AI, its limitations and best practices for responsible use.

Data Security and Privacy: VCOS will ensure robust data security measures are in place for all AI projects and comply with data privacy regulations. This may involve a combination of encryption, access control, compliance, secure development practices and monitoring. While these measures can be implemented internally, VCOS will also explore whether utilizing third-party services to provide additional expertise and solutions is needed.

Third-Party Services: May be used where appropriate and must be vetted.

Conclusion

With this policy, Visit Colorado Springs commits to using AI responsibly and transparently, ensuring that its staff, partners and stakeholders are informed and confident in the benefits and impacts of its AI systems.

