

# Guidelines for Responsible Generative AI Use: Balancing Innovation and Responsibility at the University of North Alabama

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privacy, and ethical considerations.

## Scope

These guidelines apply to all UNA students, faculty, and staff who use generative AI in coursework, research, and administration.

## Definitions

~~Artificial Intelligence (AI): The development of computer systems that can perform tasks~~  
Machine Learning: A subset of AI that enables computers to learn from data and improve their performance over time.

## Ethical Considerations

Generative AI use at UNA should adhere to ethical principles, including privacy, fairness, transparency, and accountability. Researchers and users should consider the potential societal impacts of AI technologies, such as fairness, bias, and privacy.

## Academic Integrity

The University of North Alabama acknowledges that faculty have complete discretion in establishing acceptable use of Generative AI (and other assistive tools) in their courses, so long as that use complies with existing university policies such as Faculty Handbook policies, Academic Honesty policies, IT Acceptable Use policies, and Privacy policies. The University offers the following guidance for crafting syllabus policies:

Faculty should explicitly define and explain the acceptable use of AI in the course syllabus, assignments, and rubrics/grading guides. Sample language will be provided in Simple Syllabus and can be customized. Faculty members who use AI to create lesson plans, assignments, rubrics, reading lists, and other class documents should acknowledge the use of AI to model academic integrity practices.

When using generative AI, users must acknowledge the use of AI-generated content by properly citing AI-generated content in academic work and ensuring that AI-generated content does not violate academic integrity policies. Faculty should review the appropriate procedures for documenting AI-generated content with students. The reference list below includes links to the Modern Language Association, the American Psychological Association, and the Chicago Manual of Style guidelines for documenting AI-generated content.

### References:

- [Q&A on Citation, Documentation of Sources for the Chicago Manual of Style Online](#)
- Coley, M., Snay, P., Bandy, J., Bradley, J., & Molvig, O. (2023). Teaching in the Age of AI. Vanderbilt University Center for Teaching. <https://cft.vanderbilt.edu/guides-sub-pages/>
- [American Psychological Association blog on Citing AI-generated content](#)
- [Modern Language Association Style Center on citing AI-generated content](#)
- [Comprehensive Classroom Policy on the Use of Artificial Intelligence \(AI\)](#)
- [Sample Syllabi Statements from Vanderbilt University, College of Arts and Sciences](#)
- [Sample Syllabus Policy Statements from The University of Texas at Austin, Center for Teaching and Learning](#)

## Data Privacy and Security

Users must follow data privacy and security guidelines when using generative AI to protect personal and institutional data. This includes adhering to the University's data [privacy](#), confidential information policies, and applicable laws and regulations. Entering information into most non-enterprise generative AI tools or services is like posting that data on a public website.

University information that is entered into Generative AI tools:

Publicly available information lawfully published or internal information approved to be provided to the public by the University. Examples include:

- University community email announcements/digest content
- University publications
- Information on the University's public-facing website accessible without authentication of UNA login information
- Content on official university social media accounts
- Job postings
- Publicly available maps

Information that is entered into Generative AI tools:

Personal, [confidential](#), proprietary, or sensitive information that should not be published or uploaded into a Generative AI tool. Examples include but are not limited to:

- Student records subject to [FERPA](#)
- Admissions records
- Social Security numbers
- Credit/Debit card information
- Driver's license or State identification card numbers
- Medical or patient-related data, including medical history, diagnosis, mental/physical condition, or treatment
- Health insurance information, including policy number(s), subscriber number(s), application information, claims history, and appeals records
- Research participant data unless there is consent to use it publicly
- Bank account numbers or information
- University budget and business records
- Employee personal records, including recruitment and search records, employee performance evaluation, and disciplinary records
- Legal analysis or advice
- University telephone directories
- Any information within the scope of a Nondisclosure Agreement or nondisclosure terms of contracts
- Intellectual property owned by or licensed from a third party without express written permission
- Donor information



## Responsible Use

Users should follow best practices for selecting and using AI tools and services, considering generative AI's potential risks and benefits. This includes being aware of the limitations of AI-generated content and verifying its accuracy before using it in academic or research contexts.

the Office of Enrollment Marketing & Digital Communications is available to assist in developing any needed promotional images.

Work with IT Services prior to the use of AI for administrative purposes to help ensure data security, data integrity, integration needs, and data confidentiality



