



South Swindon Parish Council

Artificial Intelligence (AI) Policy

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South Swindon Parish Council is committed to the responsible, ethical, and lawful use of Artificial Intelligence (AI) technologies. This policy outlines the Council's approach to managing risks, ensuring compliance, and supporting the effective integration of AI in Council operations.

This policy applies to all Council employees, members, contractors, agents, vendors, and any other individuals involved in processing Council information or deploying AI solutions.

1. Introduction

For the purposes of this policy, Artificial Intelligence (AI) refers to computer systems, software, or digital tools—whether standalone or integrated into other platforms—that are capable of performing tasks typically requiring human intelligence. These tasks may include, but are not limited to:

- Understanding, interpreting, and generating written or spoken language
- Analysing and processing data
- Recognising patterns or images
- Making predictions or recommendations
- Drafting content, documents, or reports
- This definition expressly includes emerging and advanced AI technologies, such as:
- Generative AI (e.g., systems that create human-like text, images, audio, video, or other media)
- Machine learning models and deep learning algorithms
- Natural language processing tools
- AI-driven decision-support systems

AI does not include basic automation tools (such as simple macros or scripts) that do not utilise machine learning, natural language processing, generative models, or other advanced computational intelligence techniques.

- The Council recognises both the benefits and risks associated with AI and is committed to a risk-based approach to its implementation and use.
- This policy ensures compliance with relevant laws, regulations, and Council policies, and promotes ethical and responsible AI use.
- The policy will be reviewed and updated in line with legislative and best practice developments.

2. Use of AI

- AI usage must align with the Council's vision, priorities, and values.
- All AI solutions must have robust logging and auditing capabilities.
- All public-facing communication must be drafted and authorised by Council officers or elected members without reliance on AI-generated content. This ensures accountability, transparency, and trust in Council communications.

- **Permitted Uses**

AI tools and technologies may only be utilised for internal purposes that support the efficient operation of the Council, including but not limited to:

- Conducting research and analysis to assist council decision-making.
 - Drafting preliminary versions of reports, briefings, and background documents.
 - Streamlining and automating administrative and office workflows.
 - Data processing and extraction where compliant with data protection rules.
- These uses shall be subject to proper oversight, review, and compliance with all Council policies relating to data security and information governance.

- **Prohibited Uses**

The use of AI tools is strictly prohibited for any activity that involves direct interaction with the public or generates content intended for public consumption, including but not limited to:

- Approving responses to enquiries received from residents or external stakeholders.
- Publishing content for the Council's website, social media channels, newsletters, or press releases.
- Producing any official public statements or communications without human authorship and final approval.
- Processing or disclosing personal or sensitive information of residents via public or unapproved AI platforms.

3. Governance Requirements

- All stakeholders must be familiar with relevant Council policies, including:
 - Data Protection Policy
 - Internal Controls Policy
 - Records Management Policy
 - Privacy Notice GDPR Policy
 - Privacy Notice – Employee Policy

4. Copyright Compliance

- AI must not generate content that infringes intellectual property rights.

5. Accuracy of AI Output

- All AI-generated content must be reviewed for accuracy before use or dissemination.
- AI solutions should not be used if the accuracy of output cannot be assured.

- All outputs generated by AI tools must be reviewed and approved by an authorised council officer before use, even internally. If there is any uncertainty about the accuracy, appropriateness, or compliance of AI-generated content, it must not be used.

6. Confidentiality

- Personal and confidential data must not be processed using public AI solutions (e.g., web-based or free versions).
- All data processing must comply with the UK Data Protection Act 2018.
- Confidentiality risks must be managed through access controls and, where possible, data anonymisation.
- Stakeholder engagement is required for AI projects with significant public impact.

7. Integration with Other Tools

- AI integrations must adhere to safety practices, including:
 - Adversarial testing
 - Human oversight
 - Unique user IDs
- All AI-generated outputs must be reviewed and approved by a council officer before use, to ensure accuracy, appropriateness, and compliance with council standards.
- APIs and plugins must be rigorously tested for moderation and factual accuracy.
- Compatibility with existing Council systems must be assessed to prevent inefficiencies.

8. Legal and Regulatory Compliance

- Unauthorised use of copyrighted material is prohibited.
- Relevant legislation includes the UK Data Protection Act 2018, Equality Act 2010, and Intellectual Property Act 2014.

9. Security

- Personal data should be anonymised and encrypted where possible.
- AI solutions must have appropriate security certifications (e.g., ISO27001, Cyber Essentials+) and comply with national security standards.
- AI tools must not be used to process any confidential or personally identifiable information of residents or council business on publicly accessible AI platforms unless a thorough Data Protection Impact Assessment has been conducted. This measure ensures compliance with data protection laws, including the UK GDPR and the Data Protection Act 2018, and safeguards residents' privacy and council data security.

10. Transparency

- Any internal documents or reports containing AI-generated content must be marked with a statement such as:

“This document contains content generated with the assistance of Artificial Intelligence (AI). All AI-generated material has been reviewed and validated by a council officer.”

11. Training and Awareness

- Users must receive training on ethical AI use, security, and compliance.

12. Compliance

- All AI usage must comply with this policy.
- Security incidents involving AI must be reported to the CEO.

Policy Review

This Artificial Intelligence (AI) Policy will be reviewed annually by the Parish Council. Details of the review and/or amendment will be recorded below.

Date	Description	Page Number	Who
August 2025	Issue	All	CEO/JM
May 2026	Annual Review	All	GSL/MT