

ARTIFICIAL INTELLIGENCE (AI) USE GUIDELINES

PURPOSE

The Bill Reid Gallery (BRG) recognizes that Artificial Intelligence (AI) tools can improve efficiency, support administrative work, and assist with research, writing, and accessibility. At the same time, AI presents ethical, cultural, legal, environmental, and privacy concerns that require careful consideration.

These guidelines establish expectations for the responsible use of AI by employees, contractors, volunteers, and Board members while performing duties for the BRG.

APPROVED USES

AI may be used to support administrative and operational activities, including:

- Drafting and editing emails, speaking notes, reports, grant applications, and other written materials
- Summarizing documents and meeting notes
- Research assistance and idea generation
- Data analysis and productivity tasks
- Accessibility tools such as transcription, captioning, and translation

All AI-generated content must be reviewed and approved by a staff member before being shared externally.

AI should never be used for legal and policy advice, or as the only source of information for important organizational decision-making.

AI ACCOUNTS AND ACCESS

BRG employees, contractors, and volunteers must use AI accounts provided by the Gallery solely for legitimate work-related purposes.

Personal use of AI tools must be conducted through a personal account on a personal device and must not involve Gallery systems, accounts, data, or resources.

Access to BRG AI tools, accounts, licenses, or related credentials must not be shared with individuals outside the organization without prior authorization from management and compliance with applicable security and privacy requirements.

Employees must not:

- Share login credentials with colleagues, contractors, volunteers, or third parties
- Allow unauthorized individuals to access Gallery AI accounts or subscriptions
- Use Gallery AI accounts for personal projects or non-work-related activities
- Circumvent security, privacy, or approval processes established by the Gallery

These requirements help protect organizational information, maintain compliance with privacy and security standards, and ensure that AI tools are used responsibly.

PROTECTION OF CONFIDENTIAL INFORMATION

Users must not enter confidential, proprietary, financial, donor, personnel, artist, or other sensitive information into AI systems unless specifically approved by management and appropriate privacy safeguards are in place.

Personal information, including names, addresses, contact information, banking information, and other identifying data, must not be entered into AI tools.

ACCURACY AND ACCOUNTABILITY

AI-generated content may be inaccurate, incomplete, biased, or misleading. Users should critically evaluate all AI-generated outputs and verify information before relying on it for decision-making, public communications, educational content, fundraising materials, or research. Employees remain responsible for the accuracy, quality, and appropriateness of any content created with AI assistance.

Employees are encouraged to share effective prompts, workflows, and lessons learned with colleagues to support organizational learning and responsible AI use.

INDIGENOUS CULTURAL CONTENT AND ARTWORK

The Bill Reid Gallery recognizes the right of Indigenous Peoples to control and protect their artistic and cultural expressions, and is committed to respecting Indigenous cultural knowledge, artistic practices, and intellectual property.

AI must not be used to:

- Create or replicate Indigenous artwork or imagery including formline design, crests, and other cultural symbols
- Create images or designs intended to resemble the work of specific Indigenous artists

- Generate Indigenous words or language
- Generate merchandise designs, logos, branding elements, or public-facing visual content based on Indigenous artwork without permission of the artist or their representative.

Artwork, cultural knowledge, and visual materials from the Gallery's collections, exhibitions or archives must not be uploaded into AI systems without explicit authorization.

Any proposed use of AI involving Indigenous cultural content must be reviewed and approved by the Curator or the Director and CEO.

The BRG encourages artists to disclose use of generative AI in creation of their artworks. The Curator has discretion to exclude or decline AI generated artwork from any programming initiative at the BRG.

ETHICAL USE

When considering the use of AI, staff should ask:

- Does this use align with the Gallery's mission and values?
- Does it respect Indigenous rights, cultural protocols, and intellectual property?
- Does it protect privacy and confidentiality?
- Is there a clear benefit that outweighs potential risks?

APPROVED TOOLS

Staff should use only AI tools approved by the Gallery in carrying out work related duties. Requests for new AI tools should be directed to management for review. AI tools provided by the BRG and their suggested applications are attached as Schedule A.

REPORTING CONCERNS

Any concerns regarding inaccurate, inappropriate, biased, or potentially harmful AI-generated content should be reported to the Director and CEO or a designated supervisor.

COMPLIANCE

Unauthorized usage or sharing of AI accounts, credentials, or access privileges may result in suspension of access to AI tools and other disciplinary action.

REVIEW

These guidelines will be reviewed periodically to reflect changes in technology, legislation, organizational needs, and best practices. Recommendations for policy updates or improvements can be submitted to the Director and CEO and/or the Operations and Venue Administrator.