Keep America Beautiful
Internal AI Use Policy

V1: July 2026

1. Purpose

KAB encourages responsible use of AI to improve efficiency, quality, learning, and capacity. This policy sets the guidance for using AI in KAB work.

2. Scope

This policy applies to all AI tools and AI-enabled features used for KAB work, whether publicly available, approved by KAB, or built into other software platforms.

3. Guiding principles

- **Mission first**: AI should help KAB do its work better; it does not replace human accountability, expertise, or judgment.
- **Humans decide**: AI may assist with drafting, analysis, brainstorming, summarizing, and pattern-finding; it should not be used to make final decisions.
- **Protect trust**: Privacy, confidentiality, accuracy, and respect are non-negotiable.
- **Use AI thoughtfully**: Because AI has environmental costs, staff should use it when it adds real value, and favor lower-intensity uses as often as possible.
- **Keep it simple**: When in doubt about appropriate usage, confidentiality, or quality of output, just ask. The technology and best practices are changing all the time. We are all still learning.

4. AI Activity & Usage

The table below combines the policy's activity rules into one scan-friendly view. It should be read together with the data, privacy, security, and disclosure sections that follow. This is not meant to provide every use case, but rather give you a good sense of what is and is not an appropriate use of AI tools.

Allowed Routine, lower-risk work where AI can help create a draft, organize thinking, or speed up work. A person must always verify, edit, and own the final output before it is used, shared, or relied on.	**Not Allowed** Uses that are prohibited regardless of convenience, speed, or tool preference.
• Drafting internal notes, first-pass emails, agendas, summaries, research outlines, and presentation structure.	• Making individual-specific employment, compensation, promotion, discipline, or termination decisions.
• Brainstorming ideas, campaign concepts, naming options, donor messaging themes, or process improvements, timeline development, and agenda drafts.	• Making final decisions on grant awards, major funding choices, donor prioritization, eligibility, or service access.
• Summarizing long documents or meeting notes.	• Providing legal advice or replacing legal review.

• Analyzing non-sensitive, aggregated, de-identified, or other approved data.	• Generating or distributing misleading, discriminatory, harassing, defamatory, or deceptive content.
• Creating checklists, templates, FAQs, training aids, or first-pass visual concepts.	• Impersonating a real person or presenting AI-generated content as fully human-created. Using copyrighted content without permission.
• Helping staff think through questions, identify blind spots, challenge their thinking, or explore alternative approaches.	• Uploading prohibited KAB data into a public or unapproved AI tool, or bypassing KAB security, records, or confidentiality rules.

Simple rule of thumb
AI output is a draft or assistant, not a source of truth. Before AI-assisted work is used, shared, or relied on, you must verify facts, numbers, quotes, citations, legal statements, and technical claims using reliable/cited sources and human judgment.

5. Data rules

The safest way to read this section is simple: if the information would create a problem if it appeared outside KAB, do not put it into a public or unapproved AI tool. When a KAB-managed account or approved tool is available, use it instead of a personal account. Do not assume an AI tool is private, secure, or excluded from model training unless KAB has confirmed those protections and/or you have turned on those settings.

(Definition: A public AI tool is any AI service that is available for general public use and is not licensed, approved, and contractually protected by KAB for organizational use.)

Never put the following into public AI tools or any other AI tools not approved by KAB

- Personally identifiable information (PII) about anyone, specifically donors, staff, volunteers, board members, partners, beneficiaries, or other individuals
- Specific HR matters, performance concerns, disciplinary discussions, medical information, or accommodation information that could identify an individual (like name, title, salary, medical status)
- Identifiable legal documents, legal strategy, contracts under negotiation, or privileged communications
- Confidential board materials
- Nonpublic financials, audit materials, budgets under development, account information, or sensitive fundraising data
- Grant materials that are confidential, draft-sensitive, or restricted by funder or partner expectations
- Passwords, credentials, system architecture details, or cybersecurity information

Affiliate-submitted data and research data

De-identified, aggregated, or otherwise minimized affiliate-submitted data and other research data may be used in an AI tool only after review and approval by the KAB Chief Operations Officer or designee, based on identification risk, data sensitivity, contractual or relationship considerations, and intended use.

A brief email outlining the use case, data type, concerns, and questions should be sent to KAB Chief Operations Officer (COO) ahandel@kab.org. Review and response will be completed within 2 business days. Please plan accordingly.

Public AI tools for general KAB work

Staff may use a public AI tool for low-risk KAB work if paired with good judgment and a good understanding of this policy. Do not enter prohibited data (as outlined in this section), minimize data shared, and comply with all data privacy guidance.

Copyrighted and third-party materials

Do not upload, transform, or ask AI to imitate copyrighted, licensed, partner-owned, or otherwise restricted third-party material unless KAB has the right to use it for that purpose. Do not assume AI-generated content is automatically owned by KAB, copyright-protected, or safe to reuse without review.

Minimum safe practice for any approved AI use
Use the least amount of data needed to generate a useful output. Remove names when possible. Always remove contact details and unique identifiers. Use summaries, themes, or small excerpts over full source documents. If you are unsure, stop and ask. All questions should be routed to the KAB Chief Operations Officer.

6. Quality & Accountability

Before AI-assisted content is used in donor-facing, partner-facing, affiliate-facing, public, HR, grant, or other consequential work, the responsible staff member must check it for bias, stereotypes, invented or hallucinated content, and tone that could undermine trust.

AI can help with speed, structure, and first drafts. KAB staff is responsible for the final work. Before AI-assisted work is used, shared, or relied on, the responsible person must:

- verify important facts and claims
- review for bias, tone, and fit for the audience
- make any needed edits
- ensure the final work meets KAB quality standards and partner obligations

7. Transparency and disclosure

KAB will disclose AI use when a reasonable stakeholder could otherwise be misled or when the use of AI is material to trust, authenticity, or understanding.

- AI-generated or AI-edited images, audio, video, or other synthetic media that could be mistaken for real should be clearly labeled.
- Automated interactions or messages that could reasonably be mistaken for a human should be clearly identified.
- Material uses of AI in external-facing content, donor-facing content, or major public communications should be disclosed when a lack of disclosure could undermine trust or create confusion.

8. Environmental responsibility

KAB recognizes that AI systems have environmental costs, including energy use and infrastructure impacts. The following is current practical guidance. Review, improvement, and updating of this section will happen on a regular basis.

- Don't default to the most powerful models available or the highest effort (e.g., Extended Thinking); choose instead faster models and lower effort for quick research and simpler tasks to reduce processing time and energy consumption
- Prefer lower-intensity uses such as drafting, summarizing, and analysis before high-volume image, audio, or video generation.
- Avoid prompt churn: Do not rely on repeated trial-and-error prompting as a substitute for clear objectives, sound inputs, and human judgment. Take time to write a well-thought-out prompt.
- Reuse prompts, templates, and workflows when possible instead of starting from scratch each time.

To reduce energy usage, think twice before:

- Using AI to generate large batches of images, image generation generally uses more compute than basic text, and higher-resolution outputs increase that impact.

- Using AI video tools when text, slides, or a static image would be enough, especially for early internal drafts. Video generation is among the most energy-intensive AI uses.
- Rerunning the same prompt many times to chase minor variations. Repeated generations multiply compute use and environmental impact.
- Uploading large image sets, long videos, or other multimodal files when a text summary, transcript, or small sample would support a useful output.

9. Questions, approvals, and incident reporting

Policy questions, appropriate-use questions, and incident reports should be submitted to the Keep America Beautiful Chief Operations Officer or CEO.

- Report accidental sharing of restricted data with an AI tool immediately.
- Report suspected misuse, misleading outputs, or tool behavior that creates risk.
- Asking before acting is encouraged. This policy is designed to support good judgment, not discourage questions.

10. Training, acknowledgment, and review

- All KAB employees and contractors will complete baseline responsible AI training.
- All covered users will acknowledge that they have read and understand this policy.
- KAB will provide informal Q&A opportunities and practical examples over time.
- This policy will be reviewed at least biannually.

11. Relationship to other policies

This policy works alongside existing KAB policies on confidentiality, records, acceptable technology use, harassment, conflicts of interest, and security. Where this policy is more specific about AI use, it supersedes the existing KAB policy. Where it is silent, existing KAB policy still applies.

12. What to do if something goes wrong

If restricted data may have been entered into an AI tool, stop using the tool for that task and report it immediately to the COO or CEO.

End of Policy

One-Page Employee Guide

Start here
1. Use a KAB-managed or approved AI tool when one is available 2. Do not put restricted data or personally identifiable information into any AI tool without express permission. 3. Treat AI output as a draft, not a final answer. Human review is always required. 4. When in doubt, ask (all questions, concerns or misuse reports should be routed to KAB COO - handel@kab.org)

Usage Guide

USUALLY OK	ALWAYS ASK YOURSELF	DO NOT
• Brainstorming ideas • Summarizing a public article • Drafting a first-pass outline, training, or presentation • Rewriting your own non-sensitive copy • Creating a checklist or FAQ, Run of Show, etc.	• Does any of this seem sensitive • Have I removed names and identifying details from affiliate or research data • Is this Donor-facing messaging that uses internal donor history or personal details • Am I using a public or unapproved AI tool	• Enter PII (Personally Identifiable Information) or donor records • Enter HR issues or performance discussions • Enter legal documents or privileged advice • Enter Confidential board materials • Enter Passwords, credentials, or security details

Five questions to ask yourself before you hit enter

- Am I using a safe, approved, or KAB-managed tool?
- Would I be comfortable if this prompt or output were seen outside KAB?
- Have I removed names, identifiers, or anything confidential?
- Do I have a plan for human review?
- Could this output mislead someone if I do not explain or label the AI use?

Examples

Usually OK
Turn a public report into a presentation outline. Ask AI for three subject-line options for a newsletter. Use AI to summarize meeting notes and turn them into action items.

Ask first
Analyze affiliate-submitted data, even if names are removed. Use a public AI tool because it is better at design, research, or creative generation. Draft donor-specific outreach using internal context or history.

Not allowed
Paste a staff performance issue into any AI tool. Upload a confidential board deck into an unapproved tool. Use AI output as final legal, financial, HR, or grant advice without human verification.

What to do if something goes wrong

- Stop using the tool for that task.
- Do not try to fix it on your own if restricted data may have been exposed.
- Tell your manager and the KAB COO right away.
- Write down what happened, what data was involved, and what tool was used.