



Artificial Intelligence (AI) Policy

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Reviewed	
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Artificial Intelligence (AI) Policy

PURPOSE

Newton Abbot Town Council recognises the transformative potential of Artificial Intelligence (AI) to enhance efficiency, foster creativity, and support daily operations. This policy provides clear directives for employees, councillors, contractors, and authorised personnel on the responsible and ethical use of AI technologies.

It establishes principles and guidelines for the responsible use, development, and management of AI systems within the Council. It ensures compliance with applicable legislation and frameworks, promoting transparency, security, and accountability in all AI-related activities.

POLICY STATEMENT

By adhering to this policy, the Council aims to foster a culture of innovation and responsibility, ensuring that AI technologies are used ethically, securely, and in compliance with legal and professional standards.

Users remain responsible for the quality and accuracy of their work. Failure to maintain the required standards may result in the initiation of disciplinary or capability procedures.

The policy establishes the principles and guidelines for the responsible use, development, and management of Artificial Intelligence (AI) systems within Newton Abbot Town Council. It ensures compliance with the standards and frameworks listed in appendix A, 'Supporting Frameworks and Standards', thereby promoting ethical, transparent, and secure AI practices.

The Council is committed to the ethical use of AI in line with international standards and public sector principles, including the [Venice Pledge on Artificial Intelligence \(2024\)](#), which emphasises transparency, human oversight, and accountability in public sector AI deployment.

DEFINITIONS

Artificial Intelligence (AI): Computer systems or tools that perform tasks traditionally requiring human intelligence, such as understanding language, recognising patterns, or generating content.

Generative AI: A category of AI models (often referred to as Large Language Models or LLMs) that can create text, images, or other media based on user prompts or instructions.

Sensitive Data: This includes but is not limited to personal data about employees or clients, financial records, internal policies, source code, and trade secrets.

BENEFITS AND RISKS OF AI

Benefits

AI can increase efficiency, support informed decision-making, automate repetitive tasks, and inspire innovative approaches. It can also enhance data analysis, strengthen cybersecurity, and personalise services.

Risks

AI carries risks, including data privacy breaches, bias, security vulnerabilities, and potential misuse. Users must exercise caution and always apply human oversight.

HANDLING OF SENSITIVE INFORMATION

Sensitive information must always be handled with care and in accordance with Council policies. Employees must obtain explicit authorisation from their line manager before inputting any potentially sensitive data into an AI tool.

AI tools may retain and use inputted information for further training unless privacy settings are adjusted.

Wherever possible, users are required to disable conversation history or opt out of data sharing to prevent the model from using their input to train further.

DATA PROTECTION, LEGAL & REGULATORY COMPLIANCE

The Council complies with all applicable UK and international data protection laws, including:

- UK GDPR
- Data Protection Act 2018
- Equality Act 2010
- Freedom of Information Act 2000
- Intellectual Property Act 2014.

The Council also acknowledges the forthcoming EU AI Act and will update this policy to ensure compliance upon enforcement.

QUALITY CONTROL AND VERIFICATION

Users remain fully accountable for their outputs. AI-generated content must be verified, reviewed, and cross-checked against reliable sources before dissemination or publication.

INTELLECTUAL PROPERTY & ATTRIBUTION

All AI assisted outputs created in the course of employment are owned by Newton Abbot Town Council. Users must ensure AI-generated materials do not infringe copyright or contain third-party proprietary content.

Where substantial portions of text or media are AI-generated, transparency through attribution is encouraged for public or client-facing documents.

SECURITY & REPORTING

All AI systems and solutions must comply with recognised security frameworks such as ISO 27001 and [NCSC's 14 Principles of Cloud Security](#). Any suspected breaches or unauthorised disclosures must be reported immediately to a Line Manager.

- Technical controls must protect the confidentiality, integrity, and availability of Council data.
- Personal data should be anonymised and encrypted.

TRAINING

The Council is committed to providing continuous training and awareness to ensure all users understand the ethical and secure use of AI. Users are responsible for staying updated on evolving technologies and related policies.

COMPLIANCE

Misuse of AI tools may result in disciplinary action, up to and including dismissal. The severity and context of each breach will be considered when determining action.

AI must not generate content that infringes intellectual property rights. Legal support should be consulted if in doubt.

Procedures for addressing intellectual property disputes should be established.

POLICY REVIEW

This policy will be reviewed periodically to align with emerging technologies, legislation, and best practices. Employees will be notified of any updates and must comply with the most current version.

Appendix A

SUPPORTING FRAMEWORKS AND STANDARDS:

- ISO/IEC 42001:2023
- ISO/IEC 23894:2023
- ISO/IEC 23053:2022
- ISO/IEC 27001:2022
- [NIST AI Risk Management Framework](#)
- [NIST Cybersecurity Framework](#)
- [OECD AI Principles](#)
- [EU AI Act](#)
- [UNESCO Recommendation on AI Ethics \(2021\)](#)
- [G20 AI Principles \(2019\)](#)
- [GDPR / UK GDPR](#)
- [NCSC/CISA Guidelines for Secure AI Development](#)
- [Freedom of Information Act 2000](#)
- [Venice Pledge on Artificial Intelligence \(2024\)](#)