



## National Association of Residential Property Managers

### Artificial Intelligence Usage Policy

#### Purpose

This Artificial Intelligence Usage Policy outlines the expectations and guidelines for the responsible and ethical use of artificial intelligence (“AI”) by individuals or entities that are members, contributors, contractors, and others who deal in any way with content, data, and information of, or for, the National Association of Residential Property Managers (“NARPM”). NARPM recognizes the rising availability and usage of AI tools across industries and remains committed to responsibly adopting innovative technologies. The purpose of this policy is to ensure that AI is employed throughout NARPM’s endeavors in a manner that aligns with NARPM’s values, professional ethics, and with evolving legal standards. This policy addresses the use of any AI technology and relevant risks associated with its use, including but not limited to liability for intellectual property infringement; false or misleading and biased or discriminatory content; confidential and proprietary information (including NARPM’s information and third-party information); and to ensure compliance with developing laws, regulations, and ethical rules governing the use of AI technologies. NARPM recognizes the evolving legal environment surrounding AI technology and anticipates this policy will evolve. Users should regularly review and revisit this policy to stay abreast of changing policies.

#### Identification of “Artificial Intelligence” or “AI” Tools

With the advent of tools like ChatGPT, AI has become increasingly prevalent as a productivity tool. However, AI encompasses more than generative tools, and is not always easy to identify. “Artificial intelligence” or “AI” includes any software tool that employs machine learning technology, including but not limited to deep learning and generative AI tools. Because generative AI *generates* content in ways that mimic human creative expression, those tools can be easier to identify than software employing AI technology behind the scenes. If one is unsure whether a software tool or website employs AI technology, and falls within the scope of this policy, please contact NARPM to inquire further.

#### NARPM’s Rules and Policies Applicable to AI

- 1. Transparency and Accountability.** All individuals and entities to which this policy applies must be transparent and accountable about the use of AI technology in their work. Those that wish to use AI technology should discuss the parameters of their use with NARPM. NARPM may verbally approve, deny, or modify those parameters to best meet the organization’s policy, legal requirements, or other business needs. Users of AI may not install AI assisted plug-ins or use software tools in any devices or equipment of NARPM that have not been pre-approved by NARPM. Users of AI may submit requests to use AI technology for review, guidance, and approval by NARPM. All should strive for transparency by clearly communicating how AI systems are utilized and the impact they may have.
- 2. Confidentiality and Data Privacy.** Those to whom this policy applies must not expose NARPM’s confidential or proprietary information and data to AI. Users of AI should prevent the unauthorized access, disclosure, or destruction of data and must respect privacy laws and adhere to applicable data protection laws to ensure that any personal or sensitive information used in AI technologies is handled with the utmost care and compliance. AI technologies can collect, store, and use inputted information and disclose this information to other third-parties. This creates a risk not only of the disclosure of data in violation of U.S. or international law, but also of



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cybersecurity risks such as potential spam, phishing scams, and deep fakes. Users of AI should remain alert and vigilant of potential cybersecurity threats and attacks as AI generated content is everywhere creating a need to increase fact-checking procedures. Specifically, users of AI should never share the following:

- Personally identifiable information;
- NARPM's intellectual property or proprietary information (including trade secrets, copyrights, patents, trademarks, logos, and related materials), and confidential information and materials;
- Credentials or sensitive security and system access information; or
- Disclosure in violation of U.S. or international data privacy laws.

Users of AI should raise concerns or questions related to privacy or data issues with the NARPM.

**3. Legal Compliance and Ethical Obligations.** Those to whom this policy applies must comply with all relevant laws and regulations pertaining to AI usage including, but not limited to, intellectual property, data protection, and anti-discrimination laws. Specifically, users of AI must:

- Use AI technologies in accordance with all NARPM's conduct, ethics, computer use, and anti-discrimination policies;
- Fact-check and screen any content generated or provided by AI technologies for accuracy before relying on it for work purposes, and if information cannot be independently verified, refrain from using it for NARPM's purposes;
- Ensure that third-party contractors creating content for use by NARPM confirm in writing whether their content is AI generated;
- Screen AI-generated content for biases and discriminatory content; and
- Verify that NARPM has a legal right to use any inputs to or outputs from AI technology to avoid liability for intellectual property infringement.

NARPM expressly and unequivocally prohibits all use of AI in any manner that infringes or otherwise violates the intellectual property rights of third parties. Users of AI should also consider the ethical implications of their work and ensure that AI systems are designed and deployed in a manner that upholds fairness. Please direct questions about legal and ethical implications of AI usage to NARPM.

**4. Appropriate Uses of AI Tools.** Due to its inherent limitations, AI technology must be used appropriately. For example, use of AI technology may create liability for its users or for NARPM (i.e., if it is used to produce NARPM content that infringes copyright or trademark rights). AI technology may also be inappropriate for use in situations where an organization seeks to own intellectual property rights in its content (i.e., because U.S. intellectual property laws treat generative AI outputs differently from human-generated content). Accordingly, NARPM prohibits use of AI tools unless expressly permitted by this policy.



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The following are examples of appropriate uses for AI:

- Research (e.g., through Google or other online searchable resource that employs AI technology) so long as such research does not involve inputting confidential information in the query or search prompt;
- If pre-approved for a specific project, use of generative AI tools to generate first drafts of content for marketing, blogs, webinars, social media, or other written content such as correspondence, educational materials, presentations, test questions, summaries, note-taking or outlines; or
- To automate data analysis and repetitive tasks, including but not limited to formulas for Excel spreadsheets or similar programs.

**5. Prohibited Uses.** Although the unauthorized use of AI technology is generally prohibited by this policy unless expressly permitted, for the avoidance of doubt, AI technology should never be used under the following circumstances:

- Use of unedited text created by an AI technology in final work product;
- To upload confidential or proprietary information (for example, the use of AI to record notes during NARPM meetings);
- To upload sensitive and personal information protected by data privacy laws;
- To upload NARPM's intellectual property or third party intellectual property;
- To create content that NARPM intends to assert intellectual property protection or other proprietary interest;
- To generate content that infringes on the intellectual property or rights of publicity of others, or which uses prompts, requests or keywords intended to invoke (or which may reasonably invoke) protected content, or content that is substantially similar to, in the style of, or a direct copy of protected content (e.g., copyrighted characters, image, likenesses, etc.); and
- To obtain confidential, proprietary, or intellectual property protected information and materials.

**6. Development of In-House Generative AI Technology.** The law surrounding infringement liability for the use of AI generated content is still evolving as courts across the U.S. determine whether the unauthorized use of third-party content to train AI models and platforms gives rise to copyright infringement. For this reason, any collection or use of data for purposes of developing generative AI technology should be cleared by NARPM as in accordance with federal and state law as well as NARPM's terms of service use.

**7. Approval and Acknowledgment.** In using AI within the scope of their work or association with NARPM, users of AI acknowledge their understanding of, and commitment to, comply with this AI Usage Policy. Any breach or violation of this policy may lead to disciplinary action with potential consequences up to and including termination of association with NARPM.

Adopted by the National Association of Residential Property Managers (NARPM)