

# Standard for Acceptable Use of Artificial Intelligence with University Data

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## Purpose:

This standard provides requirements for all JMU users (faculty, staff, & students) on the acceptable and ethical use of AI. This standard applies to: both existing and new uses of AI; stand-alone, embedded, and generative AI within other systems or applications; AI developed both by the University or by third parties on behalf of the University; relevant data inputs used to train AI and outputs used in support of decision making; and agencies' procurement of AI applications.

## Definitions:

**Artificial Intelligence (AI):** The simulation of human intelligence processes by machines, especially computer systems, such that it can adapt and learn on its own using machine learning algorithms that can analyze large volumes of training data to identify correlations, patterns, and other metadata that can be used to develop a model that can make predictions or recommendations based on future data inputs.

[Executive Order 30 on Artificial Intelligence \(“EO 30”\)](#): In January 2024, Virginia Governor Glenn Youngkin signed Executive Order 30 on Artificial Intelligence that established safety standards to ensure the responsible, ethical, and transparent use of AI by state agencies.

[Executive Order 46 Banning DeepSeek \(“EO 46”\)](#): In February 2025, Virginia Governor Glenn Youngkin signed Executive Order 46 banning the use of DeepSeek chatbot, or any other product developed by DeepSeek, on any Commonwealth of Virginia issued devices or through Commonwealth owned, operated, or maintained wireless networks.

**Generative Artificial Intelligence (“Generative AI” or “GenAI”):** A type of artificial intelligence that can learn from and mimic large amounts of data to generate new content, such as text images, and audio, in response to inputs or prompts provided by its user.

**University Data:** Data collected, maintained or used by university personnel, contractors, or partners as part of their job responsibilities, for operation of the University, or to fulfill its mission. University Data may reside in different automated systems and in different physical locations, but are to be considered part of a single, shared resource. This resource consists of information represented in a variety of data elements, types, and forms maintained by individuals, administrative/academic units or business partners to provide functionality to the University. All such data owned and managed by or on behalf of the University are considered University Data unless explicitly noted otherwise in writing.

## Standard:

### JMU-Licensed AI Tools

The University's licensed GenAI tool, Microsoft Copilot Chat ("Copilot Chat") is the only GenAI tool currently approved for use by the entire JMU community. Once logged into JMU-licensed Copilot Chat, users have data protections to ensure their access is not monitored and their data is not being used to train the GenAI model. Protected data (including personally identifiable information) as defined in the [Data Stewardship Standard](#) may be used in Microsoft Copilot Chat as necessary. The use of [Highly Confidential Data](#) in the JMU-licensed Copilot Chat is strictly prohibited.

Requests for the use of AI tools, other than Microsoft Copilot Chat, must be submitted to IT for review and approval through a [Technology Solution Request](#).

### Prohibited AI Tools

In accordance with [EO 46](#), JMU faculty, staff, employees, affiliates, and contractors are prohibited from using DeepSeek AI Chatbot, or other tools developed by DeepSeek, on any Commonwealth of Virginia issued devices or through Commonwealth of Virginia owned, operated, or maintained wireless networks.

### Responsible Use of AI

James Madison University supports responsible use and experimentation with AI tools; however, there are important considerations to keep in mind when using these tools. All uses of AI tools involving University Data must adhere to [EO 30](#) and the requirements below.

Users of AI technology must:

- Adhere to all laws and applicable University policies and standards.
- Adhere to University guidance on [AI in Education](#).
- Obtain IT review and approval for the use of AI tools other than Microsoft Copilot Chat.
- Use AI tools that have been appropriately contracted and licensed with the necessary data protections.
- Do not share [Highly Confidential Data](#) (Class 1) or personally identifiable information (Class 2) unless explicitly approved in writing by IT Policy and Compliance. This includes, but is not limited to, student/faculty/staff IDs, grades, financial information, intellectual property, or other sensitive information that should not be publicly disclosed. Refer to the [Data Stewardship Standard](#) for more information.
- Limit University Data in AI systems to only that which is necessary to complete the intended goal or objective.
- Retain University Data in AI systems only for the length of time required to complete the intended goal or objective, implementing a timeframe for data retention when feasible.
- Avoid sharing information that could compromise the privacy or security of anyone associated with the University.
- Avoid sharing information that could identify individual students or their data.
- Be cautious when seeking or providing information that could have legal, ethical, or reputational implications.
- Ensure all AI outputs are validated by a human(s) for bias and unintended consequences.
- Allow users the ability to consent to the use of their data by AI systems when possible.

- Be transparent when generative AI or other AI related capabilities are utilized in any process or to produce any decision using the following mandatory disclosures:
  - The following disclosure, or a similar statement, shall be used on any decision or output of an AI system: “DISCLAIMER: This decision or output was generated by artificial intelligence.”
  - The following disclaimer, or a similar statement, shall be included when AI is used as part of a larger process, but is not used in generating the final decision or output: “DISCLAIMER: This decision or output was created with assistance from artificial intelligence.”
  - AI system making external decisions regarding citizens of the Commonwealth shall: 1) disclose how AI is used to arrive at a decision; 2) disclose the extent human involvement played a role in validating and overseeing those decisions; and 3) clearly list options for individuals to appeal those decisions (if appealing is an option).

### **Understand the Risks of Using AI**

The potential benefits and risks of AI should be carefully evaluated to determine whether AI should be applied or prohibited. Risks of using AI include:

- Not all AI generated content is correct or appropriate and must be reviewed by a human for accuracy.
- AI applications and/or the intended use case may not align with the principles and standards of the University and must be reviewed by IT Policy & Compliance prior to use.
- AI models may be trained using underrepresented datasets creating biases in the data. These potential biases can result in biased or discriminatory responses.
- Third parties may perform unauthorized data collection and use data inappropriately.
- AI systems are a target for cyberattacks due to their handling of large amounts of data, which can lead to data breaches and the exposure of sensitive information.
- AI can be used to create realistic but fake content (deepfakes) which can be used to spread misinformation.