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Generative AI in Moray Council

03/03/2025

Moray Council is enthusiastic about the innovative and efficient opportunities presented by the rise of Generative AI Technology. Generative AI can assist in various areas, including:

- Content Creation: Writing reports and enhancing the quality of written content through editing and proofreading.
- Programming and Development: Generating code snippets, debugging, and offering suggestions for code improvements.
- Research: Summarising articles, extracting key information, and generating ideas for further investigation.
- Data Analysis: Interpreting data, generating reports, and offering insights based on data trends.
- Idea Generation: Brainstorming new concepts and solutions to problems.

The potential applications of generative AI continue to expand as the technology evolves.

We are committed to integrating these AI technologies into our operations in a safe, ethical, and legally compliant manner, ensuring users can utilise this technology securely and effectively. Examples of freely available generative AI technologies include ChatGPT, Google Gemini, and Microsoft's Copilot offerings.

While we encourage the use of AI technologies, users must interact with them responsibly. This includes safeguarding the confidentiality of Council information and using the technology solely for lawful purposes, always reflecting the Council's commitment to honesty and a general standard of fairness.

Preferred AI Solution

All Moray Council Microsoft 365 users should use Microsoft Copilot over other generative AI solutions. This solution affords us protection over our data as it comes under Microsoft's Enterprise Data Protection (<https://learn.microsoft.com/en-us/copilot/microsoft-365/enterprise-data-protection>), meaning that the prompts and responses are protected and not used to train foundation models.

Versions of Copilot

There are different versions of Copilot currently available to Microsoft 365 users in Moray:

- Copilot Chat: To access, go to <https://www.microsoft365.com/> (<https://www.microsoft365.com/>) and select the Copilot icon in the left-hand menu. This version uses the same technology as ChatGPT (GPT-4) and will be familiar to anyone who has previously used ChatGPT.
- Copilot for Edge: Available at the top right of the Edge browser. It uses the same technology as ChatGPT (GPT-4) and operates in the context of the web page being viewed. For example, you can ask questions about the content of the page.
- Embedded Copilot: Other versions of Copilot are embedded into specific Microsoft Applications, such as MS Forms and Power Automate, providing responses in the context of the application they are embedded in.

For a list of 100 example prompts showcasing the capabilities of free generative AI tools, visit <https://growthtribe.io/blog/chatgpt-prompts> (<https://growthtribe.io/blog/chatgpt-prompts>). While the article specifically mentions ChatGPT, these prompts are also applicable to Copilot.

Appropriate Usage of Generative AI

While generative AI technologies can be highly beneficial, it is crucial to ensure they are used appropriately. Users must not disclose any sensitive, confidential, or otherwise protected data or information while using AI technologies other than Microsoft Copilot. This data includes, but is not limited to, the Council's business strategies, financial information, contracts, exempt committee reports, and any personally identifiable information protected by relevant data protection legislation.

If users wish to use AI technology for any personally identifiable information protected by relevant data protection legislation, a Data Protection Impact Assessment (DPIA) must be completed prior to use.

Additionally, users must not:

- Upload any information they are not authorised to access and use.
- Use AI technologies to generate content that enables or facilitates harassment, stalking, threats, defamation, bullying, or any form of discrimination.
- Use AI technologies to generate content that helps to commit unlawful acts or breach or circumvent Council policies, mandatory codes of practice, or processes.
- Use AI technologies to breach licensing agreements or contracts.
- Upload any data that could be used to help create or carry out malware, spam, phishing campaigns, or other cyber-crimes.
- Use AI technologies to infringe on legal protections, including, but not limited to, infringements on copyrights, trademarks, or patents.
- Use AI-generated code within the Council's IT infrastructure without having it reviewed by a human to verify it does not contain malicious elements. Entering sensitive code into any AI technology tool or platform is prohibited.
- Users must check all output generated by AI technologies due to potential biases, limitations, and inaccuracies.

Seven Rules to Help You Use Generative AI Responsibly

1. **Consider yourself accountable for everything the AI creates:** Individuals or Councils can't blame the AI, so only use it when you can easily check and correct the AI's creations.
2. **Abide by existing data policies:** Be aware of Moray Council's data protection policy, which can be found on Interchange. Be mindful of what you are using AI for. If the purpose involves sensitive or personal data, and the use case has not already been covered by a DPIA, a DPIA should be established before proceeding.
3. **Copilot is the only AI that can safely handle private data:** Alternative generative tools such as ChatGPT use the data you provide to enhance their capabilities. Many organisations choose to block these tools due to this risk.
4. **Check outputs for social and political context:** AI is good at generalising but bad at giving good information for local contexts. Therefore, check outputs are politically and socially appropriate, and rectify where possible, or you may have to avoid using the AI altogether.
5. **Reference when you use it significantly to communicate with residents or for something important:** Transparency is vital to ensure colleagues and residents can trust you with AI.
6. **Don't let AI make your decisions:** AI can't evaluate information to make decisions or explain its decisions like a human. While you can use AI to help you make a decision, remember that the decision is yours.
7. **Report when AI surfaces something you don't expect:** AI should only access organisational information that you have access to. If you find something using AI that you shouldn't have access to, you should report it to ICT.

Who Can I Talk to About AI?

In order to allow colleagues to share experiences, ask questions, and learn from others regarding this new and exciting technology, a team space, MC Artificial Intelligence

(<https://teams.microsoft.com/l/team/19%3AP6qV52a8yvJOUWhsTOFI125feH8Gocms2WxpnCcyMz11%40thread.tacv2/conversation:groupId=76c4b28d-4f57-489b-8d05-ef349dff45e6&tenantId=a9a54357-978d-42c4-9075-0d2743b126f4>), has been created. This space provides guidance regarding what can and cannot be done safely using AI. Anyone in the organisation can join this Team Space.

As part of the Digital Strategy 2024-2027 implementation, Moray Council will initiate a project to pilot Copilot for Microsoft 365, a premium offering from Microsoft. This solution ensures the safe and secure processing of our confidential, organisational, and sensitive data, as well as providing many AI-driven features that will drive efficiencies and provide opportunities for savings across the organisation. Members of ECMT have nominated individuals who will be included in this pilot.

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