



# AI Acceptable Use Policy

**Policy Creation:** March 2026

**Version:** Version 1

**Review Cycle:** Quarterly during Data & Evaluation Check-Ins

**Policy Oversight:** Executive Leadership Team (President, Chief of Research, Chief of Operations)

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## 1. Purpose

Measure mobilizes communities to transform lived experience into data, data into power, and power into systemic change. We operate at the intersection of community organizing and AI governance, working through the CARE Model, Community in the Loop convenings, and national partnerships to ensure communities help shape the AI systems that affect them.

This policy governs how Measure integrates Artificial Intelligence into operations, research, community engagement, and technology platforms. As an equity-centered nonprofit, Measure uses AI in alignment with justice, accessibility, community accountability, and human dignity.

AI at Measure is a tool in service of people and purpose. It must strengthen trust, not weaken it. It must simplify work, not complicate it. It must advance equity, not automate harm.

This policy affirms the use of the AI Interrogation Tool (AIT) to evaluate tools during the deployment process and throughout their lifecycle.

## 2. Joy, Wellness, and Responsible AI Use

Measure operates in high-stress, high-impact environments. This work requires emotional labor, proximity to community trauma, creativity, and sustained collaboration.

AI must support sustainable work rhythms and psychological safety. It cannot quietly reintroduce grind culture through speed, pressure, or tool overload.

### **AI at Measure is intended to:**

- Reduce unnecessary workload
- Improve clarity and access to information
- Support excellence without increasing pace
- Simplify workflows
- Protect staff capacity

### **AI must not:**

- Intensify productivity expectations without resourcing
- Expand tool fatigue or digital overwhelm
- Create unrealistic output standards
- Encourage constant availability

- Undermine psychological safety or authenticity

If AI implementation increases stress, role confusion, burnout risk, or inequitable workload distribution, leadership will pause and reassess.

### 3. AI Research Ethics and “Lines in the Sand”

Measure’s AI practices are grounded in what we call our “lines in the sand”:

- **AI Interrogation:** Measure critically examines AI tools by scrutinizing data sources, algorithms, and decision-making models to uncover embedded biases and structural inequities utilizing the Theory of Interrogative Reasoning.
- **Community Accountability Over Technological Efficiency:** Our commitment is to the communities we serve, not the convenience of AI. If a tool cannot equitably represent community experiences, Measure will challenge its validity rather than accept its conclusions.

AI may assist analysis. It cannot replace the interpretation of lived experience.

### 4. Regulatory Compliance (Federal and State)

Measure complies with applicable federal and state AI guidance:

- **Executive Order 14179 (January 23, 2025)** – Replaced and revoked EO 14110. Directs federal agencies to reduce regulatory barriers to AI innovation.
- **TRAIGA/HB 149** – Texas Responsible Artificial Intelligence Governance Act. Primary state law governing Measure’s AI use. [Full text](#)
- **Texas SB 1188 (Healthcare AI)** – Effective September 1, 2025. [SB 1188](#)
- **Resolution 55** – Responsible governance of emerging technologies. [Resolution 55](#)
- **NIST AI Risk Management Framework (AI RMF 1.0)** – Measure’s compliance roadmap. [NIST AI RMF](#)

Compliance procedures are maintained in Measure’s AI Governance Procedures and reviewed quarterly.

#### 4A. What TRAIGA Means for Measure

TRAIGA applies to Measure as a “deployer,” meaning we bear responsibility for how third-party AI tools are used even though we did not build them. Certain uses are prohibited by Texas law (see Section 6). All AI tools must be documented in the AI Tool Log with their purpose, testing results, and compliance status.

If the Texas Attorney General contacts Measure, staff must not respond independently. Notify Meme Styles (President) or the Executive Leadership Team immediately. Full response procedures and penalty details are in the AI Governance Procedures.

#### 4B. Compliance Protection: NIST AI RMF Alignment

TRAIGA includes a safe harbor provision: organizations that actively follow the NIST AI Risk Management Framework have stronger legal protection if compliance is questioned. Measure’s existing practices (AIT evaluations, bias audits, the AI Tool Log, ELT quarterly review, and the AI Incident Response Plan) align with NIST requirements. Operations produces a NIST alignment summary at each quarterly review as ongoing proof of compliance.

### 5. Roles and Responsibilities (Invested Parties)

Measure uses the term “invested parties” to reflect shared power and co-design.

Role	Responsibilities
<b>Executive Leadership Team</b>	Lead policy implementation. Conduct quarterly review. Approve high-risk tool deployment.
<b>Research and Evaluation</b>	Conduct tool validation and bias audits. Review public-facing AI outputs. Vet bots and reporting engines. Implement research ethics standards and ensure compliance across projects.
<b>Operations and Administration</b>	Maintain the AI Tool Log and the Measure AI Acceptable Use Policy. Track compliance and vendor accountability. Manage AI Governance Procedures. Lead staff training on responsible AI use.
<b>All Staff</b>	Complete AI ethics training. Follow the Measure AI Acceptable Use Policy. Flag risks or concerns. Complete the AI Tool Use Form.
<b>General 1099 Contractors/Vendors</b>	Follow the Measure AI Acceptable Use Policy when using AI to complete work on behalf of Measure. Complete the AI Tool Use Form for any AI-assisted deliverables. Flag risks or concerns to the operations team.
<b>CARE Model Facilitators (CMFs) and Certified Measure Evaluators (CMEs)</b>	Follow the Measure AI Acceptable Use Policy when facilitating Measure tools or engaging community participants in contexts where AI is used. Ensure community-facing AI use aligns with CARE Model principles and accessibility standards.
<b>Technology Partners</b>	Align with AIT standards. Participate in the interrogation process. Disclose model limitations.
<b>Community Invested Parties</b>	Participate in CARE Model sessions, Community in the Loop convenings, Community Data Gatherings, and other community engagement activities. Provide input on cultural relevance and lived-experience.

## 6. Permitted and Prohibited Uses

AI may support Measure’s work when human oversight is present. Items marked [TRAIGA] are also prohibited under Texas law.

**Permitted uses (human review required before publication or decision-making):**

- Drafting reports, training materials, internal and external communications
- Marketing materials, social media posts, and graphics
- Supporting research summaries and synthesis
- Preparing early drafts of grant proposals
- Generating meeting note drafts
- Supporting data exploration (not final decision-making)
- Assisting with navigation bots and platform tools
- Creating community generated training data

**Prohibited uses:**

- Determining participant eligibility or automating program outcomes
- Entering PII, PHI, or sensitive personal data into unapproved systems
- Publishing AI-generated content without human review
- Using AI for manipulation, misinformation, or to bypass ethical oversight
- Surveillance of staff productivity
- Deploying AI designed to incite self-harm, harm to others, or criminal activity [TRAIGA]

- Deploying AI with intent to unlawfully discriminate based on a protected class [TRAIGA]
- Using AI to assign social scores that result in detrimental treatment [TRAIGA]
- Using biometric identification from public sources without individual consent [TRAIGA]
- Using agentic AI (autonomous multi-step AI) without documented ELT approval, defined scope, and human review of all outputs

If uncertainty exists about whether a use is permitted, the tool must be paused pending review.

## 7. Personal AI Tool Use

Many staff use personal AI accounts such as ChatGPT, Claude, or Gemini for Measure work. Measure acknowledges the value these tools provide, but personal tool use creates compliance risk under TRAIGA and raises data privacy concerns.

### Boundaries:

- Never enter community member data, participant data, PII, PHI, survey responses, interview transcripts, or any data collected through Measure programs into a personal AI tool
- Never enter confidential organizational data including financial records, donor information, personnel matters, or embargoed research
- Use Measure-sponsored tools (such as Google Workspace or Measure Ignite) when available

Within 30 days of policy adoption, all staff and contractors will complete the AI Tool Use Form. After that, staff complete a quarterly AI Tool Use Survey timed to Data & Evaluation check-ins. Operations maintains the consolidated inventory as part of the AI Tool Log.

Over the next 12 months, Measure will work toward providing supported AI tool access for staff. As Measure-sponsored alternatives become available, staff will transition to them.

## 8. Branding and External Communications

AI-assisted communications must reflect Measure’s voice: clear, justice-centered, grounded, and human. Refer to the [2026 Measure Messaging Document](#) for full guidelines.

### Before external release, remove common AI-generated patterns:

- Generic openings, boilerplate phrasing, overused filler
- Artificial word substitutions (“utilize” instead of “use”)
- Emotionally flat language, excessive em dashes, or unnecessary bold text

### External communications must:

- Be specific, context-aware, and reflective of Measure’s values
- Avoid assumptions or invented facts
- Be fact-checked and edited by a human before release

## 9. AI Interrogation Tool and Evaluation

The AI Interrogation Tool (AIT) is Measure’s structured framework for evaluating AI systems before deployment and throughout their lifecycle, currently in development through an RWJF-funded grant. Grounded in the Theory of Interrogative Reasoning, the AIT tests for community power dynamics, accessibility, bias, privacy, transparency, and sustainability.

All AI tools must be evaluated using the AIT prior to deployment. Tools scoring below 3 out of 5 may not be deployed without mitigation and documented approval. All existing tools must be evaluated by Spring 2027.

Reference: [Measure's AI Interrogation Tool \(AIT\)](#)

## 10. Other AI Tools and Resources

Measure maintains a living AI Tool Inventory at [interrogateai.org](https://interrogateai.org). The [Measure Ignite Platform](#) serves as the community-facing hub for grantee onboarding, storytelling, and AI-assisted reporting. Consult the AI Tool Log and Operations for the current list of approved tools.

## 11. Invested Party Engagement

Ethical AI development requires deep, inclusive engagement.

### Invested Party Identification:

- Who benefits? Staff, clients, community partners, and platform users
- Who may be excluded or harmed? Individuals with limited tech access or without a voice in design
- Who has influence? Measure staff, ELT, funders, tech developers, and partner organizations

### Engagement Process:

- Conduct CARE Model sessions with the community
- Seek input on AI opportunities, risks, and workflow improvement
- Prioritize equity, representation, and community validation

## 12. Consent, Credit, and Compensation

When engaging the community in AI interrogation or co-design, Measure must:

- Disclose when AI is used in analysis
- Clarify how community input informs AI systems
- Provide credit when contributions shape tools or outputs
- Compensate community members when contributions materially inform AI development
- Avoid extractive use of lived experience

***Community knowledge is not free labor.***

## 13. Risk Management and Feedback

Responsible AI requires active monitoring, not passive approval. Measure maintains an AI Tool Log, conducts periodic bias audits, requires human review for all external outputs, and will escalate and pause tools if harm is detected. All Tool Log entries are retained for a minimum of three years.

For incident response procedures, see the **AI Incident Response Plan (AIRP)** in Appendix B. Report concerns to your supervisor or the Operations team at [hello@wemeasure.org](mailto:hello@wemeasure.org).

### 13A. Community AI Disclosure

Measure discloses when community members are interacting with an AI-powered tool at or before first interaction. When AI is used to analyze community-sourced data, Measure discloses this in any report sharing those findings. Where AI could materially affect a participant's access or service experience, informed consent is required. Disclosure language must be plain and accessible.

## 13B. Vendor and Third-Party Accountability

As a deployer under TRAIGA, Measure bears compliance responsibility for third-party AI tools. Vendors must confirm their systems meet TRAIGA requirements, disclose limitations, and participate in AIT evaluations. Full vendor requirements and contract clause language are in the AI Governance Procedures.

## 14. Digital Privacy and Access Controls

AI systems at Measure must be used in ways that protect the privacy of community members, staff, partners, and the organization. This applies to any AI-integrated tool that captures, stores, analyzes, or generates content, including transcription tools, chat assistants, document summarizers, research platforms, and workflow automations.

All staff and contractors must:

- Limit access to AI outputs and their source material (recordings, transcripts, uploaded files, prompts) to authorized individuals
- Redact identifying information before internal or external sharing
- Keep PHI, PII, community data, participant data, and confidential organizational information out of any AI system that has not been approved through the AIT process
- Report accidental access, unauthorized sharing, or suspected breaches to a supervisor and Operations immediately

All privacy violations are handled under the AI Incident Response Plan (Appendix A).

## 15. Environmental and Systemic Responsibility

AI carries both social and environmental consequences. Using Measure's Concentric Circles of Responsibility model:

### Direct Responsibility (Ours to Own):

- Educate staff and community on AI's environmental footprint, including how energy demands, water usage, and data center siting disproportionately burden frontline BIPOC communities
- Use CARE Model sessions to interrogate both biased outputs and hidden environmental costs
- Build environmental accountability into project proposals and AIT evaluations

### Shared Responsibility (With Partners and Funders):

- Partner with advocacy groups, tech ethicists, and environmental justice organizations
- Work with funders to monitor environmental and social impact of AI usage

### Systemic Responsibility (Beyond Us):

- Advocate for corporate transparency on carbon and water usage
- Support AI regulation as both a civil rights and environmental justice issue
- Push funders to support intersectional work rather than siloing "tech equity" and "climate equity"

## 16. Training and Continuous Improvement

AI governance at Measure is ongoing and will evolve alongside practice. All staff receive training on ethical AI use, bias awareness, and workflow tools. AI governance is integrated into

onboarding, CORE meetings, and team development. This policy is reviewed quarterly during Data & Evaluation meetings with input from staff, partners, and community.

## **Conclusion**

AI at Measure exists to strengthen equity, not replace humanity.

It must simplify work, protect dignity, support wellness, and advance responsible innovation.

When AI conflicts with community accountability or staff well-being, community and well-being take priority.

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### **Companion Documents:**

- Appendix A: AI Incident Response Plan (AIRP), Version 1
- AI at Measure, What You Need to Know (for community sharing)
- AI Governance Procedures (maintained separately within Technology, Security, and Equipment Procedures)

# Appendix A: AI Incident Response Plan (AIRP)

**Last Updated:** August 2025

**Oversight:** Executive Leadership Team (ELT)

## Purpose

This plan ensures Measure can rapidly detect, respond to, and learn from AI-related harms, misuses, or risks.

## What Counts as an Incident

An AI incident is any event where AI use at Measure produces biased or harmful outputs, mishandles data or PII, undermines community trust, fails AIT standards after deployment, involves misuse or misinformation, or creates operational or compliance risks.

## Reporting

- **Staff:** Report to Operations and notify supervisor.
- **Community/Partners:** Submit at [interrogateai.org](https://interrogateai.org)
- **Urgent:** Escalate to COO within 24 hours.

## Response Workflow

- **1. Detect & Report.** Identify harm, log in AI Tool Log, report to ELT.
- **2. Triage.** Low: internal fix. Medium: revalidation required. High: tool suspended immediately.
- **3. Contain.** Pause tool, restrict data access if breached, notify stakeholders.
- **4. Investigate.** Document date, tool, harm, impact, and action taken.
- **5. Correct.** Update, retrain, or retire tool. Retrain staff if misuse. Notify the community if impacted.
- **6. Learn.** ELT reviews at next quarterly check-in. Update policy and training as needed.

## Escalation Timeline

- 24 hours: Notify ELT, contain incident
- 48 hours: Preliminary assessment and documentation
- 72 hours: Corrective action plan and communication strategy
- 1 week: Final Incident Report to ELT, update AI Tool Log