State of Louisiana
Office of the Lieutenant Governor
Department of Culture, Recreation and Tourism

PPM #60
Policy Name: *Use of Artificial Intelligence (AI) Technology*
Effective Date: *December 15, 2025*

Authorization: *Nancy Watkins*
                       Nancy Watkins, Undersecretary

I. POLICY AND PURPOSE

The Office of the Lieutenant Governor (OLG) and the Department of Culture, Recreation and Tourism (DCRT) recognize the growing significance of Artificial Intelligence (AI) in enhancing government operations and services. The purpose of this policy is to establish guidelines for the responsible, ethical, and effective use of AI technologies within the department. This policy aims to ensure responsible use, protect privacy and security, maintain public trust, support innovation and efficiency, prevent bias and discrimination, and ensure compliance with applicable laws and regulations.

II. SCOPE

This policy applies to all OLG/ DCRT agencies. It governs the use of AI technologies in any form, including but not limited to machine learning algorithms, automated decision-making systems, generative AI and large language models, and cognitive computing applications. This policy should not be interpreted as superseding existing state law. Rather, any use of AI should operate within existing technological processes and procedures, in addition to the requirements outlined in this policy.

III. ACCOUNTABILITY

This policy applies to all OLG/DCRT agencies and individual users of department information technology resources, assets, and systems. This policy does not govern the personal use of AI on personal devices for non-business use.

This policy does not apply to AI features premised on machine learning without a generative component, such as fraud and spam filters or autocorrect software for spelling.

IV. DEFINITIONS

- **Artificial Intelligence (AI)** - computer systems capable of performing tasks that typically require human intelligence, including but not limited to machine learning, natural language processing, and computer vision.

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- **Generative AI** - tools or systems used to create models that can generate new and original content, such as images, music, or text, based on patterns and examples from existing data.

- **Deep learning** – model, tool or system used to recognize complex patterns in pictures, text, sounds, and other data to produce insights and predictions.

- **Machine Learning** - computer systems or tools that can learn and adapt without following explicit instructions, by using algorithms and statistical models to analyze and draw inferences from patterns in data.

- **Ethical AI** - AI systems that are designed, developed, and deployed in a manner that is consistent with ethical principles, including fairness, transparency, accountability, and privacy.

- **Responsible AI** - AI systems that are used in a manner that considers the potential social, economic, and ethical implications, and takes steps to mitigate risks and maximize benefits.

- **Using Agency** - An Agency using or procuring AI systems or services.

- **Hallucination** - A response generated by AI that contains false or misleading information which is presented as fact.

- **AI Incident** - Any event in which an AI system is manipulated, or fails in a way that compromises safety, security, fairness, compliance, or organizational objectives. This encompasses adversarial manipulation such as prompt injection, data poisoning, or jailbreak attacks; the generation of harmful or unsafe outputs; model or data drift that degrades performance or reliability; security or vendor breaches, compromise, or misuse of data; and any action that conflicts with regulatory or organizational standards.

V. GUIDELINES

Agencies are responsible for educating and ensuring all users comply with this policy and any applicable data sharing agreements.

- Users may employ AI systems to enhance the efficiency and effectiveness of public services.
- Users are prohibited from the following, without prior authorization:
- Entering confidential, proprietary, and restricted state data (e.g., passwords, credit card numbers, health records) into commercially available AI systems.
- Using AI to independently make business decisions including, but not limited to, the following categories:

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- o Enrollment
- o Employment
- o Program Eligibility
- o Finances
- o Legal and Regulatory Compliance
- o Law Enforcement
- Using AI to bypass security controls (e.g., jailbreaking) or to create, modify, distribute, or execute malicious code.
- Using AI to create or generate:
  - o Illicit content.
  - o Content that is unlawful material, or information that lacks broad factual verification or consensus.
- Spoofs or fraud, including deepfake, impersonation, misinformation, phishing, or social engineering to harm individuals. Users must review and verify AI input and output for relevance before use to ensure it aligns with its intended purpose and to mitigate risks such as hallucinations, misinformation and bias.
- Any content produced as a whole or in part by an AI system should be clearly labeled as AI-generated to ensure transparency and accountability.
- AI output used for decision making must be supplemented with human verification to ensure accuracy and factuality. An identified human owner is required to review and approve any AI-assisted output prior to use, and accountability for the decision rests with that designated role.
- State-approved systems, accounts, and equipment are the only authorized means for using AI when conducting state business.
- Users must not infringe on any copyright or intellectual property laws.
- Users must use the "opt-out" option on data collection and model training features that AI systems offer, if available.
- All AI-generated outputs created on behalf of the OLG/DCRT are the property of the OLG/DCRT. Users waive any rights of ownership or authorship in such outputs.
- Users must not use state email or other state identifying information to register unsupported or unapproved tools.
- Users must report the unauthorized use or disclosure of confidential, proprietary, and restricted state data in AI systems to the IS Staff, by emailing helpdesk@crt.la.gov.

VI. PRIVACY AND SECURITY

Agencies leveraging AI, including the use of third-party products which include AI functionality or third-party vendors providing services for the state, must protect the privacy and security of data in accordance with the DCRT PPM 7 Computer Usage and any applicable state and federal laws and policies. Additionally, Agencies must implement measures to prevent unauthorized access, use, or sharing of confidential, proprietary, and restricted state data used by those AI systems.

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VII. DATA GOVERNANCE

All OLG/DCRT agencies are responsible for ensuring that the use of AI technologies including, but not limited to meeting notetaker tools, complies with applicable agency data governance policies and practices. Agencies must adhere to established data classification standards, record retention schedules, and Louisiana public records laws when utilizing AI generated content or recordings. Any data collected, generated, or processed through AI tools must be managed and preserved in accordance with agency requirements and state statutes. Agencies should evaluate both AI inputs and outputs for proper classification and retention before inclusion, dissemination, or deletion.

VIII. DATA QUALITY

All datasets intended for use in AI systems must undergo a documented review prior to deployment. This review shall assess accuracy, completeness, integrity, timeliness, and relevance. Where errors, omissions, duplications, biases, or other deficiencies are identified, appropriate cleansing and remediation measures must be performed before the dataset is approved for use in any AI system.

IX. REPONSIBILITIES

Agencies shall submit all software, applications, tools, and services utilizing AI for business operations to IS for review prior to procurement and implementation. Agencies should consult IS for information on the submittal process.

Agencies are strictly required to ensure their use of AI is in accordance with department policies, standards and procedures and all applicable state and federal laws and regulations.

X. EXCEPTIONS

In limited circumstances, the Undersecretary may make exceptions to this policy. An exception is defined as a deviation from one or more specific requirements of this policy due to operational necessity, technical limitations, or compelling business needs.

Approved exceptions must be documented, time-bound, and subject to periodic review.

XI. REFERENCES

National Institute of Standards and Technology (NIST) U.S. Artificial Intelligence Safety Institute.
NIST AI Risk Management Framework.

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Office of Technology Services Information Security Policy.
U.S. Government Accountability Office (U.S. GAO) AI Accountability Framework.
AI.gov Action Plan.

Summary of Changes: Creation of policy (December 15, 2025)