

One-page AI policy starter

From Hype to Habits • Dorien Morin-van Dam • moreinmedia.com

Organization: _____

Not legal advice. This is a practical working document. If your organization handles significant personal data or is subject to compliance requirements, consult legal counsel before finalizing. The regulatory landscape around AI is actively changing — including in Vermont.

A lean-team policy everyone actually reads — and follows. No law degree required.

1 Our stance

Why we use AI and the values that guide us

WRITE 2-3 SENTENCES IN PLAIN LANGUAGE YOUR WHOLE TEAM CAN UNDERSTAND

2 Approved tools

What's allowed, for what purpose

TOOL NAME + APPROVED USE + PAID OR FREE VERSION

4 Human review

What needs eyes before it goes live

LIST CONTENT TYPES THAT ALWAYS REQUIRE HUMAN REVIEW

3 Data rules

What can and cannot touch AI — three tiers

NEVER IN ANY AI TOOL

Guest PII, employee records, unreleased pricing or strategy

APPROVED TOOLS ONLY

Internal comms, vendor info, operational processes

ANY APPROVED TOOL

Public info, research, draft content with no personal data

ADD YOUR OWN RULE

5 Disclosure

How we're honest with visitors and staff

OUR DISCLOSURE PHRASE (PLAIN LANGUAGE, NOT LEGAL BOILERPLATE)

6 Who owns it

Name a person. Set a review date.

POLICY OWNER

NEXT REVIEW DATE

STAFF ACKNOWLEDGE BY

How to use your AI policy starter

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EXAMPLE LANGUAGE FOR EACH SECTION

1 Our stance

Why we use AI and the values that guide us

SIMPLE / SMALL TEAM VERSION

"We use AI tools to help our small team respond to guests faster and create content — and a real human always reviews everything before it reaches you."

VALUES-FORWARD VERSION

"We use AI to work smarter behind the scenes, while keeping every guest interaction grounded in the local knowledge and genuine hospitality that only our team can provide."

- Write this in your brand voice — the same language your front desk staff would use, not corporate speak.
- This becomes your website About page statement in Week 3 of the Trust Sprint.

2 Approved tools

What's allowed, for what purpose

EXAMPLE ENTRY FORMAT

"ChatGPT (paid/Plus) — approved for drafting social captions, email subject lines, and brainstorming. Not approved for guest-facing responses or content containing any personal data."

FREE VS. PAID — THIS MATTERS MORE THAN PEOPLE REALIZE

Free versions of most AI tools may use your inputs to train their models. Paid and enterprise versions typically do not. Your policy should specify which version is approved — and why. This is one of the most important practical guardrails you can set.

Vendor contracts: Your booking platforms, CRM, email tools, and review management software may already be processing guest data through AI on the backend — often without clear disclosure. Review your vendor agreements and ask directly: "Does your platform use AI? How is our guest data handled?"

3 Data rules

What can and cannot touch AI

- **Never in any AI tool:** Guest names, travel dates, room details, special requests, payment info, complaint details, employee salaries, performance reviews, HR notes, unreleased pricing.
- **Approved tools only:** Internal team communications, vendor contact info, operational SOPs, staff scheduling.
- **Any approved tool:** General research, publicly available information, draft content with no personal or sensitive data.

Vermont note: H0792 (introduced January 2026) proposes AI liability standards. Vermont H0814 (passed March 2026) addresses AI in health and human services. Treat your data rules as a living section — revisit every 6 months.

4 Human review

Which outputs need eyes before they go live

- **Always before publishing:** All guest-facing content — captions, emails, chatbot responses, FAQs, review replies.
- **Always before sending:** Crisis communications, complaint responses, media statements, partner updates.
- **Always before using:** AI-generated images — check for accuracy, bias, representation, and alt-text.
- Not required: internal drafts, brainstorming outputs, background research used by staff only.

The Air Canada lesson: If your AI makes a promise — a price, a policy, a refund — and a guest acts on it, you are liable. Human review of any commitment-making content is your legal protection, not just your brand protection.

5

Disclosure

How we're honest with visitors and staff

EXAMPLE DISCLOSURE PHRASE

"This content was created with AI assistance and reviewed by our team."

- 52% of people are uncomfortable with undisclosed AI content. Disclosure builds trust — it doesn't erode it.
- Tell your staff which tools are in use and how their work may be supported by AI. Internal transparency matters too.
- Avoid legal boilerplate. Write your disclosure phrase in your brand's voice — the way you'd explain it to a guest at the front desk.

6

Who owns it

Name a person. Set a review date.

- Designate one owner — the person staff go to when unsure, and who updates the policy as tools evolve.
- Review every 6 months minimum. AI tools and regulations change faster than most HR handbooks.
- Define your incident path: if AI produces something wrong that reaches a guest, who handles it and how fast?

STAFF ACKNOWLEDGMENT — DON'T SKIP THIS

A policy no one has formally acknowledged isn't really a policy. Decide how staff will confirm they've read it — a signature, a dated email, or a checkbox in your onboarding doc. This also protects you if a staff member uses AI in a way that violates the policy.