

Missouri Baptist Convention Artificial Intelligence (AI) Security and Usage Policy

Preamble

As artificial intelligence (AI) tools become increasingly common in professional environments, the Missouri Baptist Convention (MBC) affirms the importance of using such tools with discernment, integrity, and care. AI technologies differ from other productivity tools in their potential legal, moral, theological, and practical implications. Improper use may introduce inaccuracies, bias, data exposure, or erosion of trust, particularly when AI-generated material is presented as human-authored or when sensitive information is shared without adequate safeguards.

This policy establishes clear expectations for the secure, responsible, and transparent use of AI in all work conducted on behalf of the Missouri Baptist Convention. It reflects MBC's commitment to faithful stewardship, human accountability, and the protection of organizational integrity and public trust.

Definitions

For purposes of this policy, "artificial intelligence" (AI) refers to software tools or systems that create, analyze, summarize, modify, or predict content or information in ways that meaningfully affect written, visual, audio, analytical, or decision-support work. This includes tools that generate new content such as text, images, or computer code; tools that analyze data and produce outputs or recommendations; AI agents that can carry out specific tasks using software tools with little or no direct human involvement; and AI features built into other software platforms when those features affect content, data handling, or decision-making.

Scope and Applicability

This policy applies to all Missouri Baptist Convention employees, contractors, and freelance content providers. It governs any use of artificial intelligence tools, platforms, or features—whether standalone or embedded within other software—when performing work for or representing the Missouri Baptist Convention.

Oversight, Approval, and Enforcement

Responsibility for the appropriate, secure, and ethical use of artificial intelligence rests with both individual users and organizational leadership.

Overall authority for this policy rests with the Executive Director of the Missouri Baptist Convention.

Day-to-day oversight of AI-related matters is delegated to the Associate Executive Director, who leads the Media and Communications group and ensures that AI usage aligns with MBC's mission, values, and public responsibilities.

Within this structure:

- The Communications Group Leader is responsible for oversight and enforcement of AI usage related to communications, writing, editorial work, visual assets, audio production, and other outward-facing materials.
- The Media and Technology Group Leader is responsible for oversight and enforcement of AI usage related to information technology, data security, systems access, infrastructure, and the protection of organizational information.

Questions, concerns, or requests for approval related to AI tools or practices should be directed to the appropriate group leader. Matters involving significant risk, uncertainty, or policy interpretation may be escalated to the Associate Executive Director or Executive Director as appropriate.

AI Security and Data Protection

Approved AI Tools Only

Employees and contractors may use only those AI tools that have been explicitly approved by the Media and Communications Group. No unapproved, personal, experimental, or free-tier AI tools may be used for Missouri Baptist Convention work. **Staff members must contact the Media & Technology group leader for approval before installing or using any AI-related software on an MBC device.**

Users are expected to understand the basic capabilities, limitations, and risks of any approved AI tool they use.

Approval of AI tools includes review of:

- Data handling and retention practices
- Whether submitted content is stored or used for model training
- Third-party access or sharing risks
- Security controls and compliance considerations

Protection of Sensitive Information

Under no circumstances may sensitive or non-public information be entered into any AI system unless that system is locally contained on physical servers owned by the Missouri Baptist Convention and has been explicitly approved for such use by the Media and Technology Group Leader.

This includes, but is not limited to:

- Internal documents or correspondence
- Personnel or employment information
- Donor, church, or constituent data

- Strategic plans or internal reports
- Login credentials, passwords, or access keys
- Any information not intended for public release

Cloud-based, third-party, or externally hosted AI systems may not be used with sensitive or non-public information, regardless of whether they are otherwise approved for general use.

Even when using approved, locally contained systems, users must exercise data minimization and avoid sharing any content that could compromise organizational security or trust.

Third-Party and Model Training Risks

Some AI tools may retain, log, or use submitted content to improve their systems. Employees and contractors are responsible for understanding and respecting these risks.

As a guiding principle: if information should not be posted publicly under the user's name, it should not be submitted to an AI tool.

Reporting and Incident Response

Any suspected misuse of AI, accidental data exposure, or security concern related to AI tools must be reported immediately to the Communications and Media & Technology group leaders. Prompt reporting is essential to mitigating potential harm.

General Principles for AI Usage

Artificial intelligence may assist human work but must never replace human judgment, authorship, or accountability. All AI-assisted work remains the responsibility of the individual using the tool.

AI must not be used to make or independently recommend decisions that materially affect individuals, churches, employees, contractors, or ministry direction without appropriate human judgment, prayerful discernment, and oversight.

AI outputs should be treated as advisory, not authoritative. Accuracy, theological faithfulness, clarity, and alignment with MBC's mission must always be ensured through human review.

Use of AI in Research

AI tools must not be used for primary research on behalf of the Missouri Baptist Convention. Chatbots, automated citation tools, AI-powered search assistants, or similar systems may produce incomplete, biased, or incorrect information.

Any information obtained through AI-assisted tools must be rigorously verified using traditional research methods. All research must cite original human-authored sources.

AI-generated summaries or explanations should be treated in the same manner as unverified secondary sources and should never be relied upon without independent confirmation.

Use of AI in Writing and Content Development

Users remain responsible for ensuring that all AI-assisted writing complies with applicable copyright, intellectual property, and attribution standards. AI-assisted content must not infringe upon the rights of others or misrepresent authorship or originality.

Permitted Uses

AI tools may be used in limited, assistive ways, such as:

- Brainstorming ideas or outlines
- Editing for clarity, grammar, or style
- Summarization of existing material
- Generating preliminary concepts or background context

All such uses must remain subordinate to human authorship and judgment.

Prohibited Uses

AI may not be used to:

- Write sermons, Bible lessons, devotionals, or theological teaching materials in whole or in substantial part
- Write newspaper articles, opinion pieces, or journalistic content intended to represent the Missouri Baptist Convention
- Produce final-form doctrinal, editorial, or instructional content
- Present AI-generated text as if it were wholly human-authored

Human authorship must always be genuine, transparent, and accountable.

Use of AI in Audio-Visual Media

Images and Video

AI tools must not be used to generate images, graphics, or videos that depict realistic people or locations for use in Missouri Baptist Convention materials. No AI-generated content should ever be presented as representing a real person or place.

Branding graphics, logos, or ownership-dependent visual assets must not be created using AI tools, as current legal standards do not allow such materials to be reliably copyrighted.

Visual Enhancement Tools

AI-powered tools may be used for technical enhancement—such as upscaling, sharpening, noise reduction, or artifact removal—provided that the content is not materially altered or misrepresented.

All AI-generated or AI-enhanced visual materials require approval from the Communications Group Leader prior to use.

AI Voices and Audio Processing

AI tools may be used as a technical solution to address audio capture or quality issues in production. Any use of AI to generate, modify, or clean up a person's voice must meet the following conditions:

- The individual whose voice is involved must provide express written permission
- The generated or modified audio must be limited to words the individual has explicitly approved
- The resulting audio must be truthfully representable as the individual's own words

All AI voice usage must be approved by the Communications Group Leader.

Use of AI by Contractors, Freelancers and Vendors

Contractors, freelancers, and external vendors performing work on behalf of the Missouri Baptist Convention are expected to comply with the standards and restrictions outlined in this policy when using AI tools in the course of their work on behalf of the MBC. They may not use AI in MBC-authorized work in ways that would be prohibited if performed directly by MBC Executive Board staff, particularly with respect to data handling, authorship, and representation.

Monitoring, Review, and Compliance

The Missouri Baptist Convention reserves the right to review AI usage, tool approvals, and related workflows as necessary to ensure compliance with this policy and to protect organizational integrity, security, and public trust.

Violations of this policy may be addressed in accordance with existing employee, contractor, or vendor agreements and applicable organizational policies.

Other Uses and Emerging Technologies

Any other use of AI not explicitly addressed in this policy must be disclosed in advance to the Communications and Media & Technology group leaders. These leaders are encouraged to exercise caution and to identify emerging use cases that may warrant inclusion in future policy updates.

Public Transparency Statement

The following statement reflects the Missouri Baptist Convention's approach to AI usage and may be used for public communication:

The Missouri Baptist Convention (MBC) values transparency, integrity, and good stewardship in both its use of emerging technologies and its communications. Because of this, we want all Missouri Baptists to have a clear understanding of how MBC staff, contractors, freelancers, and vendors have agreed to approach the use of artificial intelligence tools.

The Missouri Baptist Convention may use artificial intelligence tools in limited, assistive ways, such as brainstorming, editing, formatting, and preliminary research, but believes that items produced by the convention should be the work of human authors.

Those representing the MBC will not use AI to write sermons, Bible lessons, or journalistic content on behalf of the Convention.

While AI tools may be used to enhance or improve the quality of photos for publication, the MBC will not use AI to generate realistic images or video of people or places. You can trust that our promotions and coverage will accurately represent real ministry to real people.

Acknowledgment and Agreement

Your signature is required:

I have read this policy and agree to abide by it to the best of my ability.

Your signature

Date

Appendix A: Examples of Artificial Intelligence (AI) Tools and Platforms

This appendix provides examples of commonly used AI-enabled software that fall within the scope of this policy. The list is intended to help employees and contractors recognize when AI may be in use. **Inclusion in this list does NOT imply approval for use with Missouri Baptist Convention data or content.**

All AI tools used for MBC work must still comply with the policy's approval, security, and usage requirements.

1. AI Tools That Generate New Content

(Text, images, audio, video, or computer code)

- **OpenAI ChatGPT** – generates text, summaries, outlines, and code
- **Anthropic Claude** – long-form writing, analysis, summarization
- **Claude Code** – AI-assisted software development and code generation
- **Microsoft Copilot** – writing, coding, and productivity assistance across Microsoft products
- **Google Gemini** – text, image, video, and analytical content generation
- **xAI Grok** – conversational AI, image, and content generation
- **Meta AI tools** (Facebook, Instagram, WhatsApp) – content generation, summaries, and automated assistance
- **Midjourney** – image generation
- **OpenAI DALL·E** – image generation
- **Runway** – AI-assisted video generation and editing
- **ElevenLabs** – AI-generated and modified voices

2. AI Tools That Analyze Information and Produce Outputs or Recommendations

(Search, summarization, classification, analytics, editing suggestions)

- **Perplexity AI** – AI-assisted search and summarization
- **Google Search (AI Overviews)** – AI-generated search summaries
- **Microsoft Bing AI** – AI-powered web search and summarization
- **Grammarly** – AI editing, tone, and clarity suggestions
- **Notion AI** – summarization and content assistance

- **Adobe AI features** – image, video, and audio analysis and enhancement
- **Zoom AI Companion** – meeting summaries and highlights

3. AI Agents

(Systems that can perform tasks using software tools with limited or no direct human involvement)

- **OpenAI GPT-based agents** – multi-step task execution and automation
- **Auto-GPT** – autonomous task execution
- **LangChain agents** – AI-driven workflows and automation
- **Zapier AI Actions** – automated actions across connected software
- **UiPath** – AI-assisted process automation
- **Claude Code agents** – programming and testing assistants for software development

4. AI Embedded Within Other Software Platforms

The presence of AI in a tool or platform already in use by Convention staff does not automatically make its use permissible for Missouri Baptist Convention work.

(AI features that may operate in the background or as optional tools)

- **Microsoft Word, Outlook, Excel, Teams (Copilot)** – writing, summarization, and analysis
- **Google Docs, Gmail, Sheets AI features** – writing and summarization
- **Adobe Photoshop and Premiere AI tools** – visual and audio enhancement
- **Canva and Affinity AI tools** – image and video generation, alteration, and enhancement
- **Meta platforms** – AI-assisted content creation, moderation, and recommendations
- **Salesforce Einstein AI** – analytics and recommendations