



DoD INSTRUCTION 5400.19

PUBLIC AFFAIRS USE OF ARTIFICIAL INTELLIGENCE

Originating Component: Office of the Assistant to the Secretary of Defense for Public Affairs

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Approved by: Sean Parnell, Assistant to the Secretary of Defense for Public Affairs

Purpose: In accordance with the authority in DoD Directive (DoDD) 5122.05, this issuance:

- Establishes policy, assigns responsibilities, and provides procedures for the appropriate use of artificial intelligence (AI) capabilities in conducting DoD public affairs (PA) activities.
- Specifies policy governance frameworks, including policy limitations, to ensure that AI capabilities are used responsibly, with appropriate oversight and transparency, to support DoD PA activities.

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SECTION 1: GENERAL ISSUANCE INFORMATION

1.1. APPLICABILITY.

This issuance:

a. Applies to:

(1) OSD, the Military Departments, the Office of the Chairman of the Joint Chiefs of Staff and the Joint Staff, the Combatant Commands, the Office of Inspector General of the Department of Defense, the Defense Agencies, the DoD Field Activities, and all other organizational entities within the DoD (referred to collectively in this issuance as the “DoD Components”).

(2) The use of AI capabilities in the execution of DoD PA activities, including, but not limited to, disseminating timely and accurate information to the public, media engagement, content creation, analysis, and other PA activities that support DoD communication objectives, such as PA support to operations in the information environment.

b. Does not apply to the use of AI capabilities for non-PA DoD activities.

1.2. POLICY.

a. In accordance with the Principles of Information in DoDD 5122.05, DoD PA activities contribute to DoD objectives by communicating timely and accurate news and information about the DoD and its activities to the news media and domestic, international, and internal audiences, limited by applicable statutory, regulatory, and policy requirements, including the security constraints set forth in DoD Instructions (DoDIs) 5200.01, 5200.48, 5230.09, and 5230.29 and Volumes 1 through 3 of DoD Manual (DoDM) 5200.01.

b. The lawful, ethical, responsible, and secure use of authorized AI, in accordance with Executive Orders 13960 and 14179, DoDD 5122.05, and other applicable laws, regulations, and policies, can support a wide range of PA activities to provide timely and accurate information so that the public and the news media may assess and understand national security and defense strategy.

c. DoD personnel will exercise appropriate levels of judgment and care, while remaining responsible for the development, deployment, and use of AI capabilities, consistent with the February 21, 2020, Secretary of Defense Memorandum; the May 26, 2021 Deputy Secretary of Defense Memorandum; and the DoD Responsible Artificial Intelligence Strategy and Implementation Pathway. DoD Components may only use AI capabilities in PA activities to enhance relevant DoD personnel’s ability to communicate with internal and external audiences. DoD Components must have relevant DoD personnel verify the appropriateness of releasing official DoD information prior to release through PA channels in accordance with the Principles of Information in DoDD 5122.05 and the July 12, 2024 Chief Digital and Artificial Intelligence Officer (CDAO) Memorandum.

d. DoD PA activities may only leverage AI capabilities in ways that uphold and enhance DoD credibility.

e. The use of AI capabilities in connection with DoD PA activities will comply with existing DoD and Component cybersecurity, information security, privacy, operations security, acquisition, and AI-specific policies and guidance, including, but not limited to, DoDD 5205.02E; DoDIs 5200.01, 5200.48, 5400.11, 8500.01, and 8510.01; DoDM 5200.01; DoD 5400.11-R; the August 23, 2023 DoD Chief Information Officer (DoD CIO) Memorandum; and the July 12, 2024 CDAO Memorandum.

SECTION 2: RESPONSIBILITIES

2.1. ASSISTANT TO THE SECRETARY OF DEFENSE FOR PUBLIC AFFAIRS (ATSD(PA)).

The ATSD(PA):

- a. Establishes policy for DoD use of AI capabilities in PA activities.
- b. Provides guidance to mitigate risks associated with the use of AI capabilities or to prohibit the use of AI capabilities in PA activities that are determined, in coordination with the other relevant OSD Components, Military Services, Joint Staff, and Combatant Commands, to pose a significant risk to the DoD's credibility and its ability to provide timely and accurate information to the public in accordance with the procedures in Paragraphs 3.2.d.(1) through 3.2.d.(6).

2.2. DOD CIO.

In addition to the responsibilities in Paragraph 2.6., the DoD CIO:

- a. Provides policy, standards, and guidance for the DoD information enterprise, including communications, systems, cybersecurity, and command and control in accordance with DoDD 5144.02 and DoDI 8500.01.
- b. In coordination with CDAO, defines metadata requirements for AI-generated content to support interoperability, curation, and management of records in accordance with DoDI 5015.02.

2.3. CDAO.

In addition to the responsibilities in Paragraph 2.6., the CDAO develops policy and guidance for DoD Components regarding data, analytics, and AI initiatives in accordance with Office of Management and Budget Memorandums M-25-21 and M- 25-22, DoDD 5105.89, and other applicable laws, regulations, and policies.

2.4. ASSISTANT TO THE SECRETARY OF DEFENSE FOR PRIVACY, CIVIL LIBERTIES, AND TRANSPARENCY (ATSD(PCLT)).

In addition to the responsibilities in Paragraph 2.6., the ATSD(PCLT):

- a. Advises DoD Components on matters concerning privacy, civil liberties, and transparency relating to emerging technologies, including advancements in AI.
- b. Advises on the procurement of enterprise-wide technology containing or processing personally identifiable information (PII) and provides guidance on the appropriate management and protection of PII in PA activities.

2.5. DIRECTOR, DEFENSE MEDIA ACTIVITY.

Under the authority, direction, and control of the ATSD(PA), and in addition to the responsibilities in Paragraph 2.6., the Director, Defense Media Activity is responsible for integrating this issuance into the curriculum of the Defense Information School.

2.6. OSD AND DOD COMPONENT HEADS.

The OSD and DoD Component heads:

- a. Provide governance policies or guidance for their Component that complies with and implements Paragraph 1.2. and Section 3.
- b. Foster an environment of innovation for the use of AI capabilities in PA activities while completing appropriate risk assessments for security and privacy in accordance with DoD and Component cybersecurity, information security, privacy, operations security, and AI-specific policies and guidance.
- c. Comply with additional ATSD(PA) guidance issued in accordance with Paragraphs 2.1.b. and 3.2.d.(1) through 3.2.d.(6).

SECTION 3: PROCEDURES

3.1. GUIDING PRINCIPLES.

a. Mission Relevant.

(1) The use of AI capabilities in PA activities should enhance the DoD's ability to provide timely and accurate information, and DoD Components will prioritize and document instances where authorized use of AI capabilities enables more effective communication or more efficiency.

(2) AI capabilities should be leveraged to automate routine PA tasks, increase the quality, reach, resonance, and accessibility of DoD information, and improve audience engagement. The use of AI capabilities for routine PA tasks should be prioritized to allow relevant personnel more time for strategic tasks that benefit from more time and attention from them.

b. Understand Benefits and Limitations.

DoD personnel will understand the benefits and inherent risks when using AI capabilities in PA activities to help provide timely and accurate information that is credible and maintains public trust.

(1) To build this understanding, PA personnel will remain current in the latest advancements, best practices, risks, and uses of AI capabilities.

(2) Components will prioritize resources, as available, to continue education about AI advancements, best practices, risks, and uses of AI capabilities to equip PA personnel to leverage AI responsibly.

c. Uphold Legal and Ethical Standards and Protect Privacy and Civil Liberties.

(1) The use of AI capabilities by DoD Components in PA activities will be consistent with applicable law and comply with ethical standards in accordance with DoDD 5500.07 and the Joint Ethics Regulation.

(2) When using AI capabilities in PA activities, DoD Components will protect privacy and civil liberties in accordance with applicable laws, regulations, and policies, including DoDI 5400.11 and DoD 5400.11-R. The use of AI capabilities involving publicly available information, commercially available information, PII, or related information, such as for media analysis or decision analytics purposes, will comply with applicable laws, regulations, and policies, including those issued by the CDAO or ATSD(PCLT) to protect privacy and civil liberties across data-related activities.

d. Security and Responsible AI Use.

(1) DoD Components will coordinate with their Component CIO to determine which DoD owned or approved AI tools may be used for classified, controlled unclassified, or non-public information.

(2) DoD personnel may only enter classified information, controlled unclassified information (including PII or protected health information), information that would be classified by compilation, or otherwise non-public information into AI systems authorized for that level of classification or control. This requirement includes queries or prompt inputs that contain classified, unverified, or non-public information, in accordance with applicable laws, regulations, and policies, including DoDIs 5200.01, 5200.48, and 8170.01 and DoDM 5200.01. Commercial AI solutions outside of the DoD's control are not authorized for any non-public information.

(3) DoD Components will put security and privacy safeguards in place for AI tools in PA activities, including requiring that those AI tools both have been assessed prior to use and are subject to continuous monitoring activities, in accordance with applicable laws, regulations, and DoD policies, including DoDIs 5400.11, 8500.01, and 8510.01, DoD 5400.11-R, and DoD responsible AI requirements.

(a) Any licensing agreement will reflect applicable data protection requirements.

(b) DoD Components will contractually address vendor use and retention of DoD user data and include procedural protections and safeguards in accordance with applicable laws, regulations, and policies.

(c) Responsible use of AI capabilities in PA activities will be evaluated in coordination with the DoD Component's CIO, its office that oversees AI usage, and, if the use involves PII, the DoD Component's privacy and civil liberties officer.

(d) Compliance with requirements should be documented, including risk assessments, decisions, and coordination.

(4) DoD personnel will be aware that the outputs from AI tools can have inaccuracies or skewed or erroneous results due to, among other factors, errors in or limitations of the data used to develop or train the AI model. In accordance with applicable DoD policies, and in coordination with the vendor or developer, as necessary and appropriate, DoD personnel will:

(a) Identify the sources and characteristics (e.g., size, completeness, bias, and representativeness) of the data used to develop or train the AI model.

(b) Identify the probable effects or risk for inaccuracies, misrepresentation, error, or skewed results in model outputs.

1. Efforts to identify and mitigate risks will be conducted prior to use of the AI tool.

2. The DoD Component will coordinate with key stakeholders (e.g., those with equities in information security, cybersecurity, privacy, civil liberties, or safety) before use to identify and document the understanding and mitigation of risk with the DoD Component's office that oversees AI use and the decision to proceed.

(c) Develop and implement a plan to conduct ongoing monitoring for potential adverse impacts of and to the performance and security of the AI capability in PA activities. If the use of the AI capability involves PII, the plan will be developed in coordination with the DoD Component's privacy and civil liberties officer.

(5) DoD personnel will consider if the known sources and characteristics of the training data for a particular generative AI tool are sufficient to aid PA purposes to provide timely and accurate information, or if other options with better known data sources should be pursued instead based on the perceived level of benefit and risk of the generative AI tool to the PA mission.

(6) DoD personnel using AI tools in PA activities will recognize repetitive, out-of-pattern AI tool outputs and will report new, repetitive, and unexpected AI tool outputs (and the prompts used that generated the output) through command channels to their Component CIO and office that oversees AI use (if different). Repetitive outputs can indicate a compromise in the underlying AI models or systems that enable the proper function of those AI tools.

e. Transparency and Oversight of Generative AI.

(1) Generative AI capabilities can create new and realistic content based on data to which it is exposed, either through AI model training or query inputs. The use of generative AI capabilities in PA activities accordingly warrants additional oversight to protect the DoD's credibility in accordance with Paragraphs 1.2.c. and 1.2.d. Public trust in the DoD and the information it provides may be undermined if official DoD information released to the public through PA channels does not include appropriate notice indicating, where applicable, that generative AI has been used in the generation of that information.

(2) Before using generative AI capabilities to generate information for release to the public, Components will develop and implement a plan for relevant DoD personnel to exercise oversight and approval of the generative AI outputs that includes verifying the appropriateness of releasing the AI outputs through PA channels. Criteria may include, as applicable, verifying that statements are accurately attributed to a person or organization, confirming that they reflect sources that are generally considered authoritative on the topic, and confirming that the information has not been proven inaccurate or outdated by more current sources. The oversight plan will address:

(a) Who will review and verify the appropriateness of releasing the generative AI outputs in PA activities. Relevant DoD PA personnel overseeing generative AI outputs will continually educate themselves on the risks and opportunities in accordance with Paragraph 3.1.b.

(b) A plan to provide appropriate transparency notice about the use of generative AI capabilities in PA activities when necessary to protect public trust in official DoD information in accordance with Paragraph 3.1.e.(1).

(3) Generative AI capabilities may be used for purposes other than generating information intended for release to the public if, taking into consideration the benefits and limitations, there is a strong justification that the output will contribute to the PA mission in accordance with Paragraph 3.1.a and 3.1.b.

(4) Where generative AI capabilities have been used in the generation of information for release to the public, DoD personnel will provide appropriate notice of the use of generative AI when necessary to protect public trust in official DoD information in accordance with Paragraph 3.1.e. and Figure 1. Generally:

(a) DoD personnel will provide notice when generative AI is used to create content central to the content of the final product or if misunderstanding or concern related to the information is likely to occur without notice.

(b) DoD personnel should consider providing notice when generative AI is used to edit content (e.g., improving readability and flow) but is not central to the content of the final product.

(c) DoD personnel will provide notice of any use of generative AI capabilities in developing official DoD information written for public release, such as news releases or articles, when that information is bylined or attributed as their creative work.

(5) Any notices will indicate the purpose or extent of the use of generative AI capabilities and that the information was reviewed and verified as appropriate for publication or release by relevant DoD personnel before publication or release. An example notice is included in Figure 1. The purpose or extent of generative AI use and the review and verification by relevant DoD personnel also will be included in the description field of the product's metadata to safeguard digital content provenance in accordance with the National Archives and Records Administration Bulletin 2015-04. Metadata will also include any additional information or formatting required by the DoD CIO, the CDAO, or applicable DoD Component metadata policy. Relevant DoD PA personnel will be able to identify any specific elements of a product that were created with generative AI, if requested, if not included as part of a notice.

(6) DoD visual information created by, or edited with, the help of generative AI for use in PA activities will cite the use of generative AI. Photo realistic depictions will be labeled as a photo illustration. Components will also note, in the captions, specific non-corrective modifications or enhancements to authentic visual information so the DoD visual information does not mislead or deceive in accordance with DoDI 5040.02. To the extent possible, durable content credentials should be placed on DoD visual information, regardless of whether generative AI was used, as a good practice to preserve digital content provenance of DoD information. A cybersecurity information sheet on content credentials is available at <https://media.defense.gov/2025/Jan/29/2003634788/-1/-1/0/CSI-CONTENT-CREDENTIALS.PDF>.

(a) A photo illustration will not misrepresent the featured subject. It will also be clearly and readily apparent from the context and content of the visual information that the final image is not an actual photograph. DoD personnel will comply with the prohibitions and guidance on creating and altering DoD visual information in DoDI 5040.02.

(b) DoD Components will carefully consider the use of generative AI capabilities when developing DoD visual information and use it only when it is the most effective or efficient means to provide timely and accurate information.

(c) DoD PA personnel will consider that the use of generative AI capabilities for DoD visual information, even with proper labeling, captioning, and metadata, may be viewed by the public as less credible than visual information not involving the use of generative AI capabilities.

(7) DoD PA personnel who post, share, or amplify information on official DoD websites and social media accounts will include any AI-related notices contained in the original content.

Figure 1. Generative AI Notice Decision Matrix

Criteria	Generative AI is used to create content central to the content of the final product	Generative AI is used to edit content (e.g., improving readability and flow) but is not central to the content of the final product
Involves national security, sensitive operations, or impacts public safety	Notice required	Notice recommended*
Involves routine operations with non-standardized communication with some public interest	Notice required	Notice recommended*
Involves routine operations and standardized or templated communication with some public interest	Notice required	Notice recommended*

Figure 1. Generative AI Notice Decision Matrix, Continued

* Always provide a notice if misunderstanding or concern related to the information is likely to occur without notice or if the content is being attributed or bylined as the creative work of an individual.

Example notice: “This information includes elements of AI-generated content, which were reviewed and edited by relevant DoD personnel to verify appropriateness and compliance with DoD policies and guidance.”

3.2. GOVERNANCE.

a. DoD Components considering using AI capabilities in PA activities will comply with broader DoD and Component policies and guidance governing the overall responsible use and acquisition of AI capabilities, information, and operations security, cybersecurity, and privacy in accordance with Paragraphs 1.2. and 3.1.a. through 3.1.e.

b. DoD personnel will follow DoD Component guidance and obtain approvals, as appropriate, from the office(s) within their Component responsible for assessing and approving commercial or external services on DoD networks before using AI tools in PA activities in accordance with DoDI 8510.01.

c. DoD Components will adhere to the decision matrices in Figures 1 and 2 before using **generative** AI in PA activities, or alternatively, develop and adhere to Component-specific decision matrices. DoD Component-specific generative AI matrices will be consistent with the policies in this issuance and may be more restrictive, but not less restrictive, than the directions outlined in Figures 1 and 2.

d. DoD Components will document their use of generative AI in PA activities and provide feedback through their chain of command to the Office of the ATSD(PA) as requested. Key areas of feedback include, but are not limited to:

- (1) Best practices.
- (2) Return on investment (e.g., audience reach, increased accessibility, and quality of DoD information).
- (3) Risk mitigation procedures.
- (4) Any use of generative AI the DoD Component has determined pose significant risk to public trust in DoD information.
- (5) Based on DoD Component feedback, the ATSD(PA) may issue additional guidance to promote and share best practices when using generative AI within the PA community, prohibit a specific use of generative AI in PA activities, or require extra risk mitigation steps in accordance with Paragraph 2.1.b.

(6) The Office of the ATSD(PA) will alert the Military Service and Combatant Command PA chiefs or directors and the Special Assistant to the Chairman of the Joint Chiefs of Staff for PA about any proposed guidance and seek their comment before implementation. Guidance issued in accordance with Paragraph 3.2.d.(1) will be reviewed at least annually for continued relevance and updated as necessary.

Figure 2. Decision Matrix for Use of Generative AI Capabilities in PA Activities

When considering using generative AI in PA activities, address the questions and consider the information in this decision matrix to facilitate consistent outcomes that are compliant with DoD policy and uphold the Principles of Information in accordance with DoDD 5122.05.

Security, Privacy, and Oversight

1. Is the generative AI tool approved for use on DoD networks?

- If yes, proceed with the questions in this matrix.
- If no, the DoD Component CIO and the office responsible for the DoD Component's use of AI capabilities will adhere to DoD policy requirements for determining if DoD Component personnel can use new or previously unapproved generative AI tools in accordance with Paragraphs 3.2.a. and 3.2.b. The DoD Component privacy and civil liberties officer will coordinate on AI use that involves PII. As part of this coordination, proposed generative AI uses in PA activities will include documentation of the mission relevance outlined in Question 6.

2. Will only information approved for public release be entered into publicly accessible AI tools?

- If yes, proceed with the questions in this matrix, provided that the use of AI capabilities is in accordance with the DoD Component's governance procedures for use of AI capabilities in accordance with Paragraphs 3.2.a. through 3.2.c.
- If no, the use of AI capabilities is not permitted in accordance with Paragraphs 3.1.d.(1) and 3.1.d.(2). Discuss options with DoD Component's CIO and office responsible for overall AI policy and guidance. Additionally, coordinate with the Component privacy and civil liberties officer for use of AI capabilities involving PII.

3. Has the generative AI tool been tested to determine if it operates as expected for PA purposes in accordance with Paragraphs 3.1.d.(4) through 3.1.d.(6)?

- If yes, proceed with the questions in this matrix.
- If no, do not proceed until the tool is evaluated and determined to operate as expected for PA purposes. Before use and on an ongoing basis, the tool must be tested and monitored to validate that the tool meets acceptable levels of performance (against identified measures) for PA purposes in accordance with Paragraphs 3.1.d.(4) through 3.1.d.(6). If, at any point, the tool does not operate as expected, determine (in coordination with the vendor or developer) how to improve performance to meet expectations and retest the tool before use.

Figure 2. Decision Matrix for Use of Generative AI Capabilities in PA Activities, Continued

4. Is there a plan for ongoing monitoring of use of the generative AI tool to validate the tool is operating as expected in accordance with Paragraph 3.1.d.(4)?

- If yes, proceed with the questions in this matrix. DoD personnel should confirm through command channels how to provide feedback regarding the tool's operation in accordance with Paragraph 3.1.d.(6).
- If no, do not proceed until a plan for continual evaluation is developed.

5. Is there a plan for relevant DoD personnel to provide oversight and approval of generative AI outputs in accordance with Paragraphs 1.2.c. and 3.1.e.?

- If yes, proceed with the questions in this matrix, provided that the oversight plan addresses the below questions and information.
 - Who will review and verify the appropriateness of releasing the generative AI outputs in PA activities? Relevant DoD PA personnel overseeing generative AI outputs will continually educate themselves on the risks and opportunities in accordance with Paragraph 3.1.b.
 - Oversight will include a plan to provide appropriate transparency notice about the use of generative AI capabilities in PA activities when necessary to protect public trust in official DoD information in accordance with Paragraphs 3.1.e.(1) through 3.1.e.(2)(a) and (b).
- If no, before using generative AI capability in PA activities, DoD personnel will develop and implement a plan to provide for oversight of outputs by relevant DoD personnel in accordance with Paragraph 1.2.c and 3.1.e.(1) through 3.1.e.(2)(a) and (b).

Mission Relevance

6. Does the use of the generative AI capability contribute to the DoD providing timely and accurate information more effectively than other capabilities?

- If yes, provide a source validating that the generative AI tool is tested and capable and be prepared to justify or describe how it improves PA efficiencies as part of the documentation.
- If no, do not proceed. The use of the generative AI capability in PA activities will be refined to contribute to providing timely and accurate information more effectively than other capabilities in accordance with Paragraph 3.1.a.(1).

Figure 2. Decision Matrix for Use of Generative AI Capabilities in PA Activities, Continued

7. Does the use of the generative AI capability align with the strategic PA objectives and enhance the effectiveness of PA activities?

- If yes, proceed by documenting how the AI capability supports PA activities (e.g., enhancing message delivery, increasing audience engagement, automating routine tasks, or expanding content reach) in accordance with Paragraph 3.1.a.(1).
- If no, reconfigure the AI tool or explore alternative methods.

8. Can the output of a generative AI tool that is intended for release to the public be verified as appropriate for release?

- If yes and other requirements in Paragraphs 3.1.e. and 3.2.a. through 3.2.c. are met, then use of the AI tool is permitted. Any official DoD information released through PA channels will be generated in a way that allows for it to be verified as appropriate for release, such as verifying that statements are accurately attributed to a person or organization, confirming that they reflect sources that are generally considered authoritative on the topic, and confirming that the information has not been proven inaccurate or outdated by more current sources.
- If no, the information generated will **not** be released to the public. Official DoD information released through PA channels will be verified in accordance with Paragraph 1.2.c.
- If the AI tool is not being used to generate information intended for release to the public, use is permitted if, taking into consideration the benefits and limitations, there is a strong justification that the output contributes to the PA mission in accordance with Paragraphs 3.1.a and 3.1.b.

Visual Information

9. Is a generative AI tool being used to produce or alter visual information?

- If yes, proceed to questions 10 through 12.
- If no, questions 10 through 12 are not applicable.

10. Is the visual information properly labeled?

- If yes, proceed to question 11.

Figure 2. Decision Matrix for Use of Generative AI Capabilities in PA Activities, Continued

- If no, the use of generative AI must be cited before proceeding. DoD visual information that has been generated or modified by generative AI will be cited as such and labeled in accordance with Paragraphs 3.1.e.(6)(a) through 3.1.e.(6)(c). Photo realistic depictions will be labeled as photo illustrations. Metadata will be included citing the use of AI capabilities, which will be carried through to any final product or delivery of DoD visual information to preserve digital content provenance in accordance with Paragraphs 1.2.e. and 3.1.e.(5) and 3.1.e.(6).

11. Is the visual information photo realistic?

- If yes, proceed to question 12.
- If no, then the use of generative AI for visual information is permissible if properly labeled as an illustration and determined to contribute to timely and accurate information.

12. Is the product likely to be confused with a photograph or potentially mislead the public about the featured subjects?

- If yes, visual information in PA activities must be reworked in a way so as for the final product not to be confused with an actual photograph, if the label or metadata is removed by another user. This does not restrict photographic elements from being used alongside generated elements if it is readily apparent from looking at the final product, even without reading a label, that it is a photo illustration.
- If no, then the use of generative AI for visual information is permissible if properly labeled as a photo illustration and determined to contribute to timely and accurate information in accordance with Paragraphs 3.1.a. and 3.1.e.(6)(a) and 3.1.e.(6)(c).

GLOSSARY

G.1. ACRONYMS.

ACRONYM	MEANING
AI	artificial intelligence
ATSD(PA)	Assistant to the Secretary of Defense for Public Affairs
ATSD(PCLT)	Assistant to the Secretary of Defense for Privacy, Civil Liberties, and Transparency
CDAO	Chief Digital and Artificial Intelligence Officer
CIO	chief information officer
DoD CIO	DoD Chief Information Officer
DoDD	DoD directive
DoDI	DoD instruction
DoDM	DoD manual
PA	public affairs
PII	personally identifiable information

G.2. DEFINITIONS.

Unless otherwise noted, these terms and their definitions are for the purpose of this issuance.

TERM	DEFINITION
AI	AI refers to the ability of machines to perform tasks that normally require human intelligence – for example, recognizing patterns, learning from experience, drawing conclusions, making predictions, or taking action – whether digitally or as the smart software behind autonomous physical systems.
AI model	An algorithm that learns the pattern and structure of training data and creates new outputs based on what it has learned (known as a generative AI model) or analyzes patterns based on preset datasets (known as a non-generative AI model).
AI tool	A user-facing product that is built around a generative or non-generative AI model or system of models.

TERM	DEFINITION
commercially available information	Any information or data procured through sale, lease, subscription, license, or other form of transfer in connection with a commercial transaction or as part of a commercial relationship.
corrective modifications	Modifications necessary to achieve an accurate recording of an event (e.g., color balancing, “de-noising,” or contrast adjustment).
digital content provenance	The verifiable chronology of the origin and history of an image, video, audio recording, electronic document, or other form of digital content.
durable content credentials	Metadata used to cryptographically seal digital content to track its origin(s), edit history, and/or what was used to create or modify the content. Content credentials can be attached to indicate whether digital content is raw, unaltered images taken with a certain camera; modified at any point with editing software; or fully generated by an AI tool.
generative AI	The class of AI models that emulate the structure and characteristics of input data in order to generate derived synthetic content. This can include images, videos, audio, text, and other digital content.
official DoD information	Defined in DoDI 5230.09.
PA	Defined in DoDI 5400.13.
photo realistic	Video or still imagery that has the appearance of depicting an actual event, activity, person, or asset and has the potential to be mistaken for a photograph.
PII	Defined in Office of Management and Budget Circular No. A-130.
publicly available information	Defined in DoDD 3115.18.
visual information	Information in the form of visual or pictorial representation, with or without sound, of person(s), place(s), or thing(s). Generally, visual information includes still and motion photography, audio visual recordings, graphic arts, and visual presentations.

REFERENCES

- Chief Digital and Artificial Intelligence Officer Memorandum, “Guidelines and Guardrails to Inform Governance of Generative Artificial Intelligence,” July 12, 2024¹
- Department of Defense Standards of Conduct Office, “Joint Ethics Regulation,” current edition
- Department of Defense, “U.S. Department of Defense Responsible Artificial Intelligence Strategy and Implementation Pathway,” June 2022
- Deputy Secretary of Defense Memorandum, “Implementing Responsible Artificial Intelligence in the Department of Defense,” May 26, 2021
- DoD 5400.11-R, “Department of Defense Privacy Program,” May 14, 2007
- DoD Chief Information Officer Memorandum , “Software Acquisition Pathway Integration and Risk Management Framework,” August 23, 2023
- DoD Directive 3115.18, “DoD Access to and Use of Publicly Available Information (PAI),” June 11, 2019, as amended
- DoD Directive 5105.89, “Chief Digital and Artificial Intelligence Officer,” November 18, 2024
- DoD Directive 5122.05, “Assistant to the Secretary of Defense for Public Affairs (ATSD(PA)),” August 7, 2017
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¹ Available to authorized DoD personnel by submitting a written request to osd.pentagon.cdao.list.cdao-execsec-cco@mail.mil.

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