



# COUNTY OF SANTA CRUZ

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CARLOS J. PALACIOS, COUNTY ADMINISTRATIVE OFFICER

## NEWS RELEASE



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### **BOARD CHAIR TO ATTEND WHITE HOUSE EXECUTIVE ORDER EVENT ON ARTIFICIAL INTELLIGENCE**

*Supervisor Zach Friend directed creation of County's groundbreaking AI policy*

Santa Cruz County Board of supervisors Chair Zach Friend will participate in a White House executive order event today on artificial intelligence (AI), recognizing the County's leadership in developing AI policies on behalf of the public.

The order recognizes the potential growth of AI into numerous areas of society, including health care, education, industry, housing, and more, while providing provides checks and balances meant to assure AI systems are safe, secure and trustworthy, avoid discrimination and provide new tools to individuals to avoid fraud and deception.

"President Biden is to be commended for developing a set of guidelines that protects consumers and the American people, including our civil rights," Friend said. "The new guidelines also harness the potential of AI and, much like Santa Cruz County's guidelines, will help foster the responsible use of AI within the workforce."

The expansive executive order aims to promote the responsible development of AI technologies while implementing numerous safeguards, and builds on prior actions including the creation of an AI Bill of Rights and executive order directing federal agencies to combat algorithmic discrimination. Like the County's internal AI Policy Committee, the executive order directs the creation of a White House AI Council to coordinate the federal government's AI activities.

The ceremony is scheduled for 11:30 a.m. PST. For more information, [click here](#). Pool video and reports of the signing ceremony will be available through wire services.