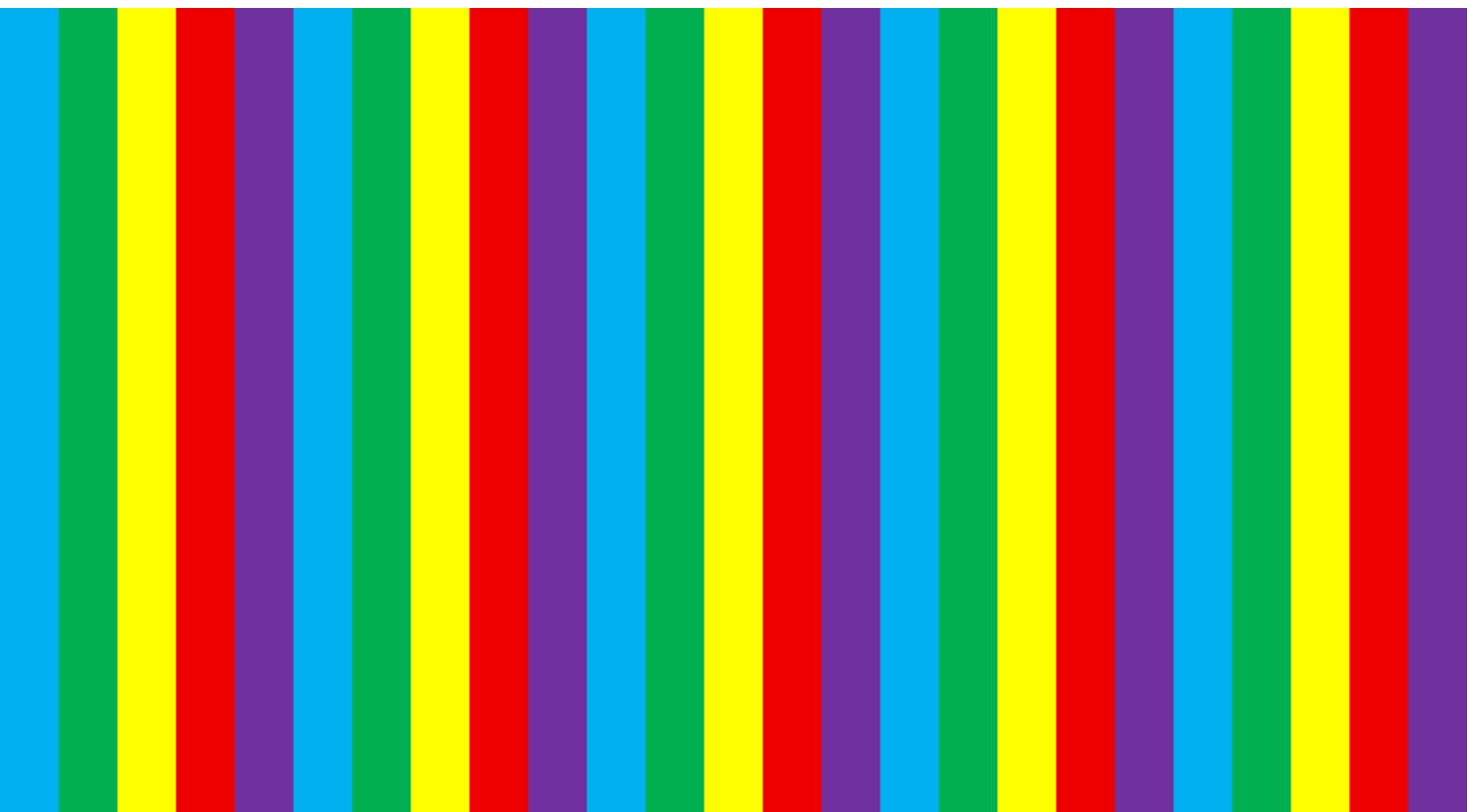


# Cultural Policy Hub at OCAD U

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**Cultural Sector Toolkit for 2026**  
**Government of Canada AI Consultations**





## About OCAD University

OCAD U is Canada's oldest, largest and leading art and design university, located in downtown Toronto since 1876. Over 4,500 students attend one of our 17 undergraduate and seven graduate programs. We are a leading hub of art, design, digital media, research and innovation, and our classes are taught by some of the top experts in their fields. Students benefit from hands-on studio learning in small classrooms and have access to state-of-the-art shops and studios. Our students gain in-demand, employable skills and go on to work in every imaginable sector, including animation, design, film, illustration, publishing, urban planning and visual arts. OCAD U teaches students to innovate and solve the big problems of our time. Our graduates bridge the skills gap in many different sectors including manufacturing, finance, automotive, creative industries and technology. We give them the real-world transferable skills, innovation and creativity demanded by today's high-tech, fast-evolving economy.

## About the Cultural Policy Hub

The Cultural Policy Hub at OCAD University is a partnership that facilitates and expands the arts and cultural sector's capacity in policymaking, research, data analysis, program innovation, and knowledge mobilization and exchange. The Hub is a national, bilingual platform that builds communities of practice among researchers, policymakers, artists and creators from across Canada's academic, government, non-profit and private spheres. It supports cultural policy decision-making from the local to the national levels and is a partner in public policy issues to which the cultural sector contributes.

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## Purpose of this Toolkit

The Government of Canada is consulting Canadians on their opinions and experiences with artificial intelligence (AI). The Department of Canadian Heritage (PCH)'s "National Survey on the Cultural Sector's Readiness for Artificial Intelligence" and Innovation, Science and Economic Development Canada (ISED)'s public consultation on "Enhancing trust in AI through increased transparency" represent two key opportunities for practitioners from the arts, culture and heritage sectors and creative industries to provide feedback on federal AI program development. Input included in these consultations will inform program delivery under the priorities laid out in the Government of Canada's National AI Strategy, *AI for All*.

The Cultural Policy Hub at OCAD University works to ensure that cultural practitioners and creatives have a chance to affect policy and decision-making at all levels of government. This toolkit is designed to help the Hub's network navigate and interpret the key issues upon which the Department of Canadian Heritage (PCH) and Innovation, Science and Economic Development Canada (ISED) are consulting. Completing this toolkit will help individuals and organizations prepare their responses to one or both consultations.

The purpose of this toolkit is therefore to provide you with the opportunity to:

1. Gain advice for how to best make your case to the government;
2. Familiarize yourself with the ISED and PCH consultation processes;
3. Review the key issues discussed and the key questions being asked; and
4. Reflect on and articulate your own positions on how AI impacts your professional practice, now and in the future.

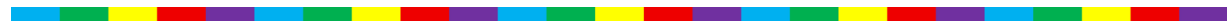
## Background on the Issue

Canada's creative and cultural sectors continue to be transformed by the impacts of artificial intelligence (AI) and other advanced technologies. No matter where they work, or in which medium they create, artists and designers see their lives and their livelihoods being reshaped by widespread consumer access to AI and Generative AI tools. AI tools and technologies represent both an incredible opportunity for growth for arts and culture and a tremendous challenge to the typical mechanisms and regulations that are in place to protect artists and their work.

Since early 2024, the Government of Canada has been collecting input from Canadians to inform its responses to the opportunities and challenges that AI presents. The Cultural Policy Hub has been following along to support artists, cultural workers and creative industry interest holders in sharing their perspectives on this issue. In 2024, [the Hub created a toolkit](#) to help its network respond to the

government's *Consultation on Copyright in the Age of Generative Artificial Intelligence*. [This consultation revealed](#) support for copyright protection and the centrality of human authorship, the importance of consent and compensation when creators' content or likeness is used for/by AI, and concerns about a number of issues, from the use of Indigenous cultural expressions in AI to negative impacts of AI on job security and unfair competition.

Additional government consultations eventually led to a [30-day National Sprint](#) to renew Canada's federal AI strategy in late 2025 and the first [National Summit on Artificial Intelligence and Culture](#), which was held in Banff in March 2026. In June 2026, ISED led the government's release of *Canada's National Artificial Intelligence Strategy: AI for All*. This renewed strategy promotes AI adoption and aims to bolster Canada's global leadership in this field, putting AI to work "to grow our prosperity and wellbeing, promote our culture, and strengthen our communities." A [recent policy brief from the Cultural Policy Hub](#) reviews the extents to which the arts and culture sector's concerns and needs are addressed by this new strategy. This includes establishing a safety-first approach that protects against misinformation, the announcement of AI Literacy and Creative Technology programs, expanding access to AI agents and open-source resources and "ensuring AI reflects Canadian identity, culture and inclusion." Notably, the strategy does not address the ongoing issue of artists and creatives' IP being used to train Large Language Models (LLMs) and other Generative AI tools and to inform those tools' outputs.



## Two New Consultations

Following the release of its *AI for All* strategy, the Government of Canada has announced two new consultations to gather additional insights from Canadians:

### 1. National Survey on the Cultural Sector's Readiness for Artificial Intelligence

The Department of Canadian Heritage is conducting a [National Survey on the Cultural Sector's Readiness for Artificial Intelligence](#) that aims to:

- Better understand Canadian cultural organizations' knowledge and readiness for AI adoption and use in their practices; and
- Gather insights on a preliminary design approach for the \$50M Creative Technology Program.

This survey is intended for organizations, businesses, associations and other interest holders in Canada's cultural sector. The survey will accept responses through September 15, 2026.

## 2. Enhancing trust in AI through increased transparency

Innovation, Science and Economic Development Canada are consulting the public on [Enhancing trust in AI through increased transparency](#). The consultation is being undertaken so ISED can better understand:

- How to help Canadians recognize when they are interacting with AI systems;
- How to support businesses in making informed decisions about AI products; and
- How to improve governments' and organizations' access to the information they need to better shape Canadians' experiences with AI.

This survey is open to input from all Canadians. Anonymous survey responses can be submitted through a questionnaire, and written submissions can be emailed to [AIConsultations-ConsultationsIA@ised-isde.gc.ca](mailto:AIConsultations-ConsultationsIA@ised-isde.gc.ca). Responses and submissions will be accepted through September 23, 2026.

### How to Use this Toolkit

This toolkit has been created to help the Hub's network understand the key issues upon which PCH and ISED are consulting. Working through each section of the toolkit, you will see what is being covered in the survey and receive additional guidance and context to help you prepare your responses. Those tasked with entering survey responses into the online questionnaire or drafting written submissions on behalf of a cultural organization or creative business can use the toolkit to guide discussions with teams, employees, leaders and board members.

The toolkit starts with the PCH "National Survey on the Cultural Sector's Readiness for AI" and poses reflective questions aligned with the consultation topics. It then moves on to summarizing the ISED "Enhancing trust in AI through increased transparency" consultation and outlines the survey's key questions for reflection.

By the end of the toolkit, you will be prepared to respond to one or both government consultations.



### Tips on Crafting a Persuasive Submission

Speaking directly to government requires a strategy. As you prepare, consider the following list of tips and recommendations for making your submission as persuasive and influential as possible.

**1. Key Points**

Identify a handful of points or positions expressed in your notes that you want to put forward to government. Make sure these points and positions are represented in the final submission.

**2. Be Brief**

PCH is accepting survey responses from private and independent businesses, non-profit organizations, cultural associations, and cooperatives, while ISED is accepting responses from all Canadians. Given the volume of potential responses, your message may get lost if it is not clear, concise and compelling.

**3. Take a Holistic Approach to Evidence**

Statistical data, while powerful, only tells one part of your story. Use other administrative data, program output data and interview data to provide a robust assessment of your issues.

**4. Provide Relevant Precedent and Jurisdictional Comparison**

Government departments are looking for examples of current market and jurisdictional initiatives that might be adapted to the Canadian context. If you have examples, share them.

**5. Remain Non-Partisan**

Good policy is evidence-based. Remaining non-partisan helps get your point across and will resonate with people across the political spectrum.

**6. Tell Your Story!**

Your perspective is unique and your story is important. Include the narratives and experiences that frame your perspective, keeping in mind that your submission will become part of public records.

**7. Your Submission is Public**

Your submission could be found online if shared publicly or accessed through an Access To Information and Privacy (ATIP) request.

**8. Follow-up**

Government departments occasionally respond to consultation submissions. Do not be discouraged if you do not receive a response and feel confident in follow-up on your submission.

**9. Amplify Your Response**

Share the consultation links with your network and let them know you submitted a response. Getting more creative voices to weigh in on these important issues is critical to the sector's long-term sustainability and well-being.

*N.B. The survey is designed to gather responses from organizations, businesses and associations in Canada's cultural sector. If you are intending to submit an individual response, we recommend that you proceed to the next section on ISED's "Enhancing trust in AI through increased transparency" consultation on page 8.*

Many arts, culture and heritage organizations in Canada have begun the process of adopting AI tools into their workflows, while many have reservations about doing so. Fewer than a third of respondents to a 2025 Hub survey on AI usage in the creative industries indicated that they have integrated AI tools into their daily business or activities; another 29% had done so on an occasional or by-project basis. An [Imagine Canada survey of AI adoption](#) among non-profit organizations found that arts, culture and creation organizations were less likely to report using AI than organizations in other fields and disciplines. While a [2026 Work In Culture report](#) (supported by the Hub) found that 31% of Ontario's cultural workers and 51% of Ontario's cultural organizations had begun using AI tools, under half (47%) of respondents "deliberately avoid AI due to ethical, artistic, or labour-related concerns."

## The Consultation in Summary

- What your organization needs to be prepared to adopt AI;
- The barriers your organization faces in adopting AI; and
- The supports you would need to facilitate AI adoption.

As you think about your organization's AI readiness, keep in mind that the sector has not reached consensus. Many organizations are starting to adopt AI to support

administrative tasks and workflows, while many others are refusing to adopt AI over ethical or other concerns.

## Reflection Point

### Creative Technology Program Feedback

The survey concludes with a third section containing three open-ended questions that allow respondents to comment on the proposed components or streams of the Creative Technology Program (up to 2,000 words each). The proposed funding streams are:

- “AI Readiness
  - Supports cultural organizations and businesses in building the knowledge, capacity, and partnerships needed to prepare for the adoption of AI and other emerging technologies.
- AI Adoption
  - Supports micro and small cultural businesses and organizations to adopt existing AI solutions that improve operational efficiency and strengthen technical capacity.
- AI Research & Development
  - Supports cultural organizations and businesses in working with technology partners to create new AI-powered products and services that generates new business models or revenue streams.”

The survey requests comments on these funding components and program design recommendations to ensure the Creative Technology Program is accessible and impactful. You will be asked to reflect on and answer the following prompts:

- “Please provide any comments or suggestions you may have regarding the proposed funding components (e.g., gaps, improvements, or priorities).
- How could the program be designed or delivered to maximize its impact and accessibility?
- Please provide any additional comments or recommendations you may have regarding AI, technological innovation, or the needs of the cultural sector.”



## Supportive Resources

At this point, you are prepared to engage with the “National Survey on the Cultural Sector’s Readiness for Artificial Intelligence.” While you may proceed to the next reflection point, continue reading to gain a sense of how other interest holders may respond.

As you reflect on the proposed Creative Technology Program, consider how the cultural sector would benefit from dedicated AI training, experimentation and implementation supports. Here are a few resources that could help you think this through in more detail:

- The Global Creative Economy Council’s [Global AI Agenda for Cultural and Creative Industries](#) contains 11 key actions for addressing challenges raised by AI advancement;
- The European Commission’s funding initiative, [GenAI4EU](#), encourages integration of Generative AI in strategic sectors to maintain competitive advantage, and may have insights that are useful in crafting a response on the design of the Creative Technologies Program;
- Another reference point is Singapore’s [Digital Content and Capability Development Programme](#), which is intended to advance the digital media ecosystem by supporting digital content creation and capabilities;
- Ana Serrano, President and Vice-Chancellor at OCAD University, recently [published a policy reflection on the value of investing in Public AI](#) (publicly governed, rights-cleared infrastructure), and how it can help organizations experiment and adopt with clarity around content provenance, consent, compensation and transparency.

## Reflection Point

NOW THAT YOU HAVE COMPLETED THIS SECTION OF THE TOOLKIT, WE ENCOURAGE YOU TO COMPLETE THE AI READINESS CONSULTATION.

[CLICK HERE TO ACCESS THE AI READINESS SURVEY](#)



## Enhancing trust in AI through increased transparency

*N.B. This consultation is open to all Canadians. The guidance that follows has been developed specifically to support artists, cultural workers, organizational leaders and other creative practitioners in developing responses to the consultation. Note that you do not need to prepare responses on all the listed questions or policy issues to submit a response. You can pick and choose which issues you wish to weigh in on based on your own experience or expertise.*

### Context

This consultation is partly a response to Canadians' general mistrust in AI technologies. Gathering feedback on Canadian's attitudes with regards to AI feels critical in this moment, as recent survey data and polls indicate that Canadians are largely mistrustful of AI systems. A [global study by KPMG](#) in 2025 has found that Canada ranks among the lowest in perceived trustworthiness of AI systems. The [Canadian Digital Media Research Network](#) has found that 80% of Canadians are concerned about misleading AI-generated content. While governance strategies are only one piece of the puzzle, a [recent survey by Telus](#) found that 88% of Canadians would support stronger governance of AI systems. The same survey found that 79% of respondents think human oversight is essential to ensuring trustworthiness in AI systems, and that only 1% agreed that they trust AI systems to work independently, without human oversight.

The arts, culture and heritage sectors have also expressed mixed feelings on AI use and trustworthiness. [Mass Culture's "Curiosity Poll for Artists on AI"](#) found 59% of artists refuse to use AI due to concerns about unconsented/uncompensated use of artists' work, loss of livelihood and the erosion of human creativity. The Work in Culture survey referenced earlier found that 57% of creative professionals point to data privacy and security risks as barriers to AI use and 50% expressed general mistrust of AI tools. Despite the appearance of reluctance among cultural workers and artists to adopt AI, 20% of cultural workers and 26% of organizations are feeling pressure to integrate AI into their work in order to stay competitive.

In a survey conducted by the Hub, representatives from the creative industries identified the following gaps that are holding back AI innovation in Canada:

- Lack of high-quality, culturally relevant and ethically sourced datasets (26%)
- Lack of national coordination for Canadian-owned AI infrastructure (23%)
- Lack of inclusive governance models (17%)
- Insufficient investment in shared AI infrastructure (13%)
- Digital divide in remote areas (11%)
- High cost of computing power (11%)

[Polling firm Léger has stated](#) that 85% of Canadians want government oversight to ensure the ethical and safe use of AI. It is becoming clear that this sentiment is also held by those working in the arts, cultural and heritage sectors.

## The Consultation in Summary

ISED's consultation on "Enhancing trust in AI through increased transparency" aims to better understand Canadians' views of issues related to AI transparency. In this context, transparency refers to "the availability of information about AI systems, such as when they are being used, how they work, and their capabilities and limitations. Depending on the context, adequate transparency may require disclosure, reporting, notices, or explanations." Interested Canadian citizens and residents, academics and researchers and organizational representatives are invited to respond to this survey.

ISED has published a [discussion paper](#) to accompany the survey and provide additional context on the five topics under investigation:

1. **AI-Generated Content:** Detecting and identifying AI-generated content.
2. **AI Interactions:** Empowering individuals to know when they are interacting with an AI-enabled system.
3. **Information about AI Systems:** Improving the availability of consistent and understandable information about AI-driven systems, including the development, capabilities, and limitations of their models.
4. **AI Incidents:** Enabling the tracking of serious incidents related to AI systems.
5. **AI Agents:** Advancing ways to better track the activity and interactions of AI agents.

As written in its discussion paper, ISED is taking the position that "Artificial intelligence (AI) technologies already power many of the services, products, and processes that Canadians use every day, making it increasingly important to ensure these systems are developed, deployed, and governed in a safe and trustworthy manner." ISED reminds respondents that "AI is not a new technology. Researchers and businesses have been developing and using AI for decades, using it to solve problems ranging from spam filtering to fraud detection to medical imaging."

The Government of Canada's ultimate goal is to improve AI transparency to build trust and ensure that Canadians can better understand when and how they are interacting with AI models, AI systems and AI-generated content.

The following sections outline each of the five topical sections within the ISED survey. These sections are included in the toolkit to provide guidance on this issues that are relevant to artists, cultural workers and creative industry interest holders. The only closed-ended questions (with defined response options) are at the beginning of the survey to create the respondent profile and a few demographic questions at the end

of the survey. Broader considerations, especially those for small and medium-sized enterprises are also collected at the end of the questionnaire.

All other survey questions request open-ended, written responses. In each of the following sections, you will find key questions that are included in the survey and insights for you to prepare text that you can copy into the online survey tool when you are ready.

Note that the survey includes questions about who in the AI value chain—individuals, developers, content platforms, etc.—are best positioned to provide transparency on a given issue, and what existing market practices, technical tools, legal and reporting frameworks can help them do so. Given that these questions are repeated across sections, we have chosen to omit them from the lists of key survey questions included in each of the sections below.

## Reflection Point

### AI-Generated Content

The written consultation begins with questions about the relationship between trust and the ability to tell if content is AI-generated.

This topic focuses on how AI-power systems, tools and products generate outputs, and whether users need to know that what they are seeing is AI-generated. You will have an opportunity to respond to other concerns—such as how creative content is used to train AI models and tools, or specific incidents you have encountered in your interactions with AI—later in the survey.

Generative AI (GAI) systems—systems that have been trained on existing creative works and that can generate music, images and text in the style of human artists—tend to dominate conversations about AI. Canadians are encountering AI-generated news reporting, product reviews and audio-visual content, often without any indication of how such content was created and at a profound scale: in its discussion paper, ISED shared evidence of AI-generated music tracks reaching millions of listeners on streaming platforms.

One of the critical issues resulting from the proliferation of GAI content is a rise in online misinformation and disinformation. In response, many developers of

Generative AI systems and digital platforms have worked to devise technical means of labelling AI-generated content (for example, the use of provenance information in metadata or hidden watermarks). However, there is debate about how labelling and disclosure of creations made with AI should be implemented, in what forms (visible or invisible) and when labelling should be implemented. Marking and provenance tools tend to be most effective when those creating content are directly involved, but are challenged by compliance burden, privacy concerns and malicious intent. (If you're not familiar with AI provenance and authentication methods, [consider consulting this report on content provenance and AI](#) from a recent Cultural Policy Hub workshop at the 2026 DemocracyXChange.)

Key survey questions for consideration as part of this section include:

- “Would it help you trust what you see online if you could tell whether something was created by AI or by a person?”
- When and for what kinds of content is it most important to know if something was created or modified by AI?
- What would best help Canadians determine when content is AI-generated (e.g., invisible or visible watermarks, disclaimers, provenance metadata)?”

### Reflection Point

## AI interactions

The consultation's second area of focus is on the relationship between transparency and interactions with AI systems.

It is becoming more difficult for users to reliably identify when they are interacting with or using AI. ISED reminds prospective respondents that “AI is not a new technology. Researchers and businesses have been developing and using AI for decades, using it to solve problems ranging from spam filtering to fraud detection to medical imaging.” AI systems are used in information systems management (like might be used in libraries and archives) and in film and TV production. AI algorithms recommend what we consume on streaming platforms, along with what we see on social media. In short, AI is changing both how content gets made, who makes it and who sees it.

There is ongoing debate on how, when, and by whom disclosure of AI systems benefits businesses and consumers. Some Canadian provinces require businesses who are using AI systems to notify users in certain contexts (for example, [Ontario's Working for Workers Four Act](#)). The Government of Canada introduced two bills to mitigate risks of interacting with AI: Bill C-34 ([Safe Social Media Act](#)) and Bill C-36 ([Protecting Privacy and Consumer Data Act](#)).

Key survey questions for consideration:

- “When and why is it most important to know that you are interacting with an AI system?”
- Are there contexts where you don't need to know that you're interacting with AI?
- What factors make a disclosure of AI use meaningful and effective for the user?”

This section of the survey may be less relevant to the creation of art and cultural expressions or the operation of arts, culture and heritage organizations. You may wish to skip this section and move on to the next one.

## Reflection Point

## Information about AI Systems

The next topic for this consultation is about the relationships between the availability of information about AI systems and products on one hand and trust in those systems on the other. This section is particularly relevant to the Hub's network.

Many users have reservations about using AI tools and systems due to a host of concerns, from how they were developed to their environmental impact to what they are designed to do. Having access to information about AI-powered systems and products can help users decide whether they want to use a given tool and how well it aligns with their needs and values, such as: whether it is suitable for a particular decision or task; whether it requires human intervention to deliver on that task; or whether its function and impact (on the environment, on human labour, etc.) are acceptable to a user.

Furthermore, different AI tools using similar underlying models can produce different outputs and risks depending on how they are designed and deployed. While some AI developers have voluntarily created Model or System Cards to describe how their systems and products work, ISED has found that detailed disclosure of training datasets is rare. Reluctance to disclose information about AI from developers may come from concerns to protect proprietary methods, sensitive technical details or other commercially sensitive information.

The issue of transparency around how AI systems are trained and developed is an especially critical one for artists and creators, whose work has been scraped by AI tool developers, usually without permission or compensation. Creators and other content rightsholders are seeking to know whether and when AI training data includes copyright protected materials (and about consequences when it does), and tools are being developed to help with this: the Transparency Coalition has created a [repository of search engines](#) for creators to determine if their work has been scraped and used as AI training data. Through its sector engagement work, the Hub has consistently heard that that [artists should retain meaningful control](#) over how their work and creative contributions are used within AI systems. If this resonates with you, you may wish to consider including mention of this in one of your responses.

There is no widely adopted standard for documenting data provenance at the input stage and there are not common standards governing what information should be disclosed, when, to whom and in what format. You will be asked to comment on what type of model and system disclosure standards you would like to see. You may wish to refer to the new [CAN-ASC-6.2 Accessible and Equitable Artificial Intelligence Systems](#)—a set of standards that organizations and developers can use to design AI systems that are accessible to people with disabilities—to inform your reflections on this issue.

Key survey questions for consideration:

- “What kinds of information about AI would help you make informed choices about when and how to use AI?”
- When and for which types of AI products is this information most important to you?
- What kind of information about AI do businesses need to adopt AI safely and responsibly?
- Do businesses currently have access to the information that they need?
- How can the Government best balance the need to increase transparency (including input transparency) against the need to protect confidential business information?”

## Reflection Point

### AI Incidents

Part of this consultation acknowledges that AI systems and products can cause harm when they fail or when they behave in unexpected ways.

AI incidents can include algorithmic bias, instances of copyright infringement or the use of one's likeness without consent or compensation, among many other perceived and actual harms. ISED says there is overall limited visibility into serious AI incidents and responses, which further limits the ability of governments, researchers and the public to intervene. At the same time, AI companies are making highly impactful decisions with limited public visibility. This has also been [recognized in the Hub's recent convenings](#), where panelists have noted that technological systems are not neutral and reflect the priorities, assumptions and incentives of the people and companies that develop them.

As a result of the risks that these AI incidents pose, the Hub's network has made the case that stronger accountability mechanisms are needed for AI developers and deployers. Canada's [\*Voluntary Code of Conduct on the Responsible Development and Management of Advanced Generative AI Systems\*](#) recommends that AI developers maintain a database of reported incidents and mitigation measures and many sectors have mandatory reporting schemes for health and safety incidents. Hub network members have pointed to insurers as being especially influential in developing responsible AI tools that are developed on data and content obtained with consent as a means of limiting legal risk.

This section provides you with an opportunity to share what you think the government needs to know about these incidents, how they can be mitigated, and how they are recorded or disclosed. In your response, you may wish to include specific incidents that you have experienced. You may also consider speaking to broader concerns, such as the protection of human-centred creativity, of the diversity of cultural expressions and maintenance of human critical thinking and creative autonomy.



Key survey questions for consideration:

- “Do the public and the Government have enough information about AI risks, incidents, and potential future harms?”
- What types of information related to AI use and risk trends would be most useful so that Canadians and the Government can proactively address AI-related risks and harms?
- How should a serious AI incident be defined, and what information would be most useful to better understand the causes and consequences, as well as the mitigation, of these incidents?
- How could reporting requirements be structured to encourage proactive disclosure of AI incidents and also address concerns around confidentiality and liability?”

### Reflection Point

## AI Agents

The consultation’s final section asks respondents to speculate on the development of AI agents.

Agentic AI systems that can take sequences of actions independently are the next step in the development of AI systems. According to ISED’s discussion paper, research and commercial attention has shifted in this direction. Rather than advocating for either unrestricted adoption or outright prohibition, the Hub’s network generally supports approaches that encourage experimentation with new tools and technologies paired with awareness, reflection and the appropriate guardrails to guide that experimentation.

Given sectoral emphasis on the importance of teaching responsible use practices, including disclosure, attribution and critical reflection on our dependence on technology, you or your organization may or may not be at a point where you feel confident commenting on agentic AI and the behaviour of AI agents. The Hub has no specific guidance for this section, but you may still wish to review the survey questions.

Key survey questions for consideration:

- “Are you concerned about the use of AI agents?”
- In what contexts is it most important to know when an AI agent is in use? Why?
- Who should be responsible for disclosing the use of AI agents?
- What kinds of information should they be recording regarding the activities of AI agents, and what kinds of disclosures should they be making, and to whom?
- What kinds of information do businesses need in order to confidently and safely use AI agents?
- Do businesses currently have access to the information that they need about AI agents?”

### Reflection Point

NOW THAT YOU HAVE COMPLETED THIS SECTION OF THE TOOLKIT, WE ENCOURAGE YOU TO COMPLETE THE AI TRANSPARENCY CONSULTATION.

[CLICK HERE TO ACCESS THE SURVEY](#)

*\*Written submissions can be emailed to [AIConsultations-ConsultationsIA@ised-isde.gc.ca](mailto:AIConsultations-ConsultationsIA@ised-isde.gc.ca)*

