

Use of AI with Matrix and MLS® Data

You cannot give AI access to the ITSO MLS® System. You can still use AI in other ways. You can use the AI tools ITSO has added to the system, use AI when you create your own MLS® content, and use MLS® data with AI for permitted uses.

AI access to the MLS® System is not permitted

Users of the ITSO MLS® System are not permitted to give AI access to the system.

All users must agree to the ITSO End User License Agreement before they access the system. It explicitly prohibits accessing or attempting to access the ITSO User Interface (UI) or ITSO System via any automated process, application, or tool. This includes, without limitation, scrapers, spiders, robots, crawlers, headless browsers, browser extensions, session-replay tools, or Artificial Intelligence (AI) models and assistants.

Excessive usage volumes, atypical request rates, or patterns that send more server requests in any given period than a typical human user would reasonably produce may be used as evidence of a violation of this provision, as determined by ITSO in its sole discretion.

AI tools in the MLS® System

There are ways you can take advantage of AI within the MLS® System. ITSO has added these tools:

- Ardi: an AI-powered assistant that helps you quickly find answers to common questions about using Matrix, the MLS® Rules, and other compliance questions. Ask Ardi in the widget in Matrix, or visit www.itsosystems.ca/ardi.
- Restb.ai: lets you use AI to automatically generate photo tags and descriptions, and to draft the Public Remarks of a listing.

For the photo steps, see Set AI Photo Captions and Descriptions in Matrix.

Using AI to create MLS® content

You can use AI services when you create MLS® content. For example, many users modify their listing images before they upload them to the MLS® System. This is acceptable as long as:

- The modifications do not make the images portray the property inaccurately.
- The modifications are disclosed if they involve virtual staging.

For more on edited images, see Images and the Use of Artificial Intelligence.

Using MLS® data with AI for permitted uses

You can use MLS® content with AI for permitted uses. The ITSO MLS® Rules allow REALTORS® to use MLS® System data to help prepare presentations for and represent their Client or a specifically identified consumer in a Trade.

This means you can use AI to help create an advertisement or a CMA presentation for your client.

When you use MLS® data with an AI service, you must:

1. Pay for the AI service. Do not use a free version.
2. Change the settings in the AI app so it cannot use MLS® data for learning or marketing purposes.

Uses that are not allowed

You cannot use MLS® data with AI for any purpose other than preparing presentations for and representing your Clients.

For example, you cannot use AI to build up an alternative database of listing content. For more information, see the prohibited uses set out in the ITSO MLS® Rules and in Permitted and Prohibited Uses of MLS® System Data.

Tips

- Never let an AI tool, browser extension, or other automated tool access Matrix or the ITSO System for you.
- Use Ardi and the AI photo tools ITSO has added to the MLS® System.
- Review every AI caption, description, and draft remark before you submit the listing.
- Before you use MLS® data with an AI service, make sure it is a paid version and turn off learning and marketing use in its settings.
- If a use is not allowed without AI, it is not allowed with AI.
- For the full rules, see the ITSO MLS® Rules and ITSO MLS® Policies.

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