

AI Policy

1. Introduction

- a) Artificial Intelligence (AI) is several different technologies working together to enable machines to sense, comprehend, act, and learn with human-like levels of intelligence.
- b) AI tools are transforming the way we work. They have the potential to automate tasks, improve efficiency, increase public engagement / reach and provide valuable data-driven insights.
- c) However, the use of AI tools also presents new challenges in terms of information security and data protection.
- d) This policy is a guide for employees on how to be safe and secure when using AI tools and to establish best practice for the responsible and ethical use of AI within the Company.

2. Scope

This policy applies to all directors, employees and volunteers of Healthwatch Worcestershire (HWW) and covers the use of all AI tools including the evaluation of security risks and the protection of confidential data.

3. Policy Statement

- a) AI must be used in compliance with all applicable legislation, regulations and organisational policies.
- b) AI generated communication and documents must reflect the high standards expected at HWW.
- c) Use of AI must be in a manner that is responsible and ethical, avoiding any actions that could harm others, violate privacy, or facilitate malicious activities. Use of AI should promote fairness and avoid bias to prevent discrimination and promote equal treatment and be in such a way as to contribute positively to our goals and values.
- d) Users must only use company authorised AI Tools. Approval for each tool will require a DPIA / EIA reviewing the tool's security features, terms of service, and privacy policy. The reputation of the tool developer and any third-party services used by the tool will also be checked.
- e) Only users authorised by HWW and who have received the necessary training are permitted to use company provided AI tools.
- f) Employees are responsible for the outcomes generated by AI systems and should be prepared to explain and justify those outcomes
- g) These tools may only be used for work-related purposes and use is subject to strict adherence to these guidelines. Failure to follow these guidelines (intentional or unintentional) may result in disciplinary action.

4. Transparency

- a) Users must be transparent about the use of AI in their work, ensuring that stakeholders are aware of the technology's involvement in our work.

- b) Below are two proposed disclosures, to be used as appropriate:
 - Disclosure: the following content was generated entirely by an Artificial Intelligence (AI) based system resulting from specific requests. The AI generated content has been reviewed for accuracy and revised / edited where necessary.
 - Disclosure: the following content was generated with the assistance of an Artificial Intelligence (AI) based system to augment other work. The AI generated content has been reviewed for accuracy and revised / edited where necessary.

5. Confidentiality and Data Protection

- a) Employees must adhere to HWW's relevant data privacy and security policies when using AI systems.
- b) Confidential (anything that is not in the public domain) and personal information **must not** be entered into any open-source applications.
- c) If a user is unsure whether specific information is appropriate for use with AI tools they should refer to the DP / AI lead for guidance before submitting the information.
- d) Risk relating to data protection through use of AI tools will be managed by Project Plans, Data Protection Impact Assessments (DPIAs) and Equality Impact Assessments (EIAs).

6. Ethical Use

AI must be used ethically and in compliance with all applicable legislation, regulations and organisational policies.

7. Equality, Bias and Fairness

Users must actively work to identify and mitigate biases in AI systems. They should ensure that these systems are fair, inclusive, and do not discriminate against any individuals or groups.

8. Copyright

Users must adhere to copyright laws when utilising AI.

9. Best practice

- a) AI tools are not stand-alone solutions but are part of a wider set of resources to assist us in our operations. They should be used to supplement, not replace, traditional methods of problem-solving and decision-making.
- b) The quality of the output from AI is dictated by the quality of the input. Taking time and dedicating resources to this area will result in better outputs.
- c) Collaboration is encouraged to gain different perspectives, double-check the AI tool's outputs, and reduce the risk of errors.
- d) Users should ensure that the personal data included in each use is accurate, adequate, relevant and limited (to the minimum amount required to fulfil the purpose).
- e) Users should appropriately validate the output of AI tools. This could involve verifying the information with other reliable sources, performing rigorous testing if feasible, or consulting others when necessary.

- f) Using AI tools as a supplement ensures that we retain human judgement and oversight in our processes, thereby maximising the value of these tools while minimising the associated risks.
- g) Users of AI are responsible for reviewing output and are accountable for ensuring the accuracy of AI generated output before use/release. If a user has any doubt about the accuracy of information generated by AI, they must not publish the output.

10. Training and Education

- a) HWW will provide initial training on AI policy, use and awareness with particular attention to data protection and GDPR compliance.
- b) Users must undertake training specific to each tool / application prior to their use.
- c) Users should also stay informed about advances in AI technology and all associated risks.

11. Monitoring

HWW reserves the right to monitor all interactions with AI tools for ensuring compliance with this policy.

Document Details & Version Control

Version	Comments /Reason for Amendments	Lead Director	Author / Editor	Date	Review by
0.1	Draft prepared	CB	PH	15/1/25	
0.2	Updated draft prepared	CB	PH	21/1/25	
0.3	Amendments to incorporate points agreed at CBM and from ICO "How to use AI and personal data..." doc.	DB	PH	19/2/25	
1.0	Approved	DB / CB	PH	19/2/25	08/25