

## AI Communications Policy for the CDT

**Purpose:** To ensure the ethical and respectful use of digital content, including personal data, photos, and AI-generated material, within the CDT department's communications. This policy aims to address privacy, consent, and inclusivity concerns raised by students, staff, and collaborators.

**Scope:** This policy applies to all digital communications, including images, videos, text, and other media, created for internal and external use by the CDT department.

This policy is focused on CDT communications and does not apply to students' coursework or research. The University of Bath's [Data Protection Policy](#) applies to all aspects of data handling, storage, and processing.

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### 1. Consent and Transparency

#### 1.1 Explicit Consent:

- Before using any individual's likeness, photos, or identifiable information in AI-generated content, explicit written consent must be obtained from the individual.
- Consent forms should outline how the AI will use the content, the purpose of the generated material, and where it will be shared.

#### 1.2 Transparency:

- When AI-generated content is presented, it should include a disclaimer indicating that AI tools were used to create the content.
  - Inform all participants about the tools and methods used to generate the media and its intended distribution.
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### 2. Ethical Use of AI

#### 2.1 Inclusivity:

- Ensure that AI-generated content represents individuals accurately and respectfully.
- Avoid using AI tools in a way that could inadvertently stereotype, misrepresent, or exclude individuals or groups.

#### 2.2 Data Responsibility:

- Use publicly available or appropriately licensed datasets when training or using AI models.

- Do not upload or share sensitive or personal images of students, staff, or collaborators with third-party AI tools without explicit permission.

### **2.3 Avoiding Misuse:**

- AI-generated content should not be used to mock, misrepresent, or harm individuals or groups.
  - The use of AI tools should align with the CDT's core values of respect, inclusivity, and academic integrity.
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## **3. Internal Review and Feedback**

### **3.1 Content Approval:**

- Before sharing digital content, the management team will review it internally and ensure that individuals featured have been consulted as appropriate.
- The committee will ensure the content aligns with this policy and address any potential concerns.

### **3.2 Feedback Mechanism:**

- Establish a channel for individuals to provide feedback or raise concerns about AI-generated content.
  - Concerns will be reviewed promptly, and actions will be taken to address valid issues.
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## **4. Social Media and Public Sharing**

### **4.1 Restricted Sharing:**

- AI-generated content featuring individuals should not be shared on social media or public platforms without the explicit consent of all featured individuals.

### **4.2 Anonymized Content:**

- For public sharing, consider using anonymized AI-generated content that does not depict identifiable individuals unless specific consent is provided.
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## **5. Awareness**

### **5.1 Resources:**

- If requested, we will share resources and best practices for creating content responsibly.

## 5.2 Policy Communication:

- Ensure that this policy is shared with all CDT members, students and collaborators.
  - Include the policy in onboarding materials for new staff and students.
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## 6. Alignment with University Policies

### 6.1 University Guidelines:

- In addition to this policy, the CDT follows the guidelines and general use policy of the University as outlined on [this page](#).

### 6.2 Data Protection:

- All digital content and related data processing are subject to the University of Bath's Data Protection Policy, ensuring compliance with broader data governance regulations.
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**Review and Updates:** This policy will be reviewed annually to incorporate advancements in AI technology and feedback from the CDT community.

**Contact:** For questions or concerns regarding this policy, please contact:

csct-admin@bath.ac.uk.