# **How to use this document**

This document is intended to provide guidance to news publishers on the key principles and concepts of creating an internal AI policy for staff.  
  
 This document can be used as a template for adaptation and then adoption. You will need to consider your publication’s particular circumstances, such as ensuring it properly conveys your particular publication’s use of private data, as well as calibrating this document to the size, nature, style and character of your business and audience.

For example, consider whether details such as the private information you collect from users of your news service, as outlined here, is relevant and covers the scope of information you are collecting. You may also like to consider implementing [cybersecurity](https://www.cpaaustralia.com.au/tools-and-resources/cyber-security) measures and including details in your privacy policy.

**Things to consider to before you begin:**

**- Who is directly responsible for the use/final product after using generative AI tools?**

Decide on a process and safeguards for ensuring accuracy when using Generative AI.  
  
**- When and where will you use it?**   
You may choose not to use generative AI to write news stories but still choose to use it when creating an advertising campaign or for operational activities. Be clear with your staff.

**- How will you decide which AI tools to use?**

There are various Generative AI tools capable of doing many things. You may want to set guidelines around which Generative AI you will use in your organisation.

**LINA Resources you can use alongside this template:**  
Risk Management Policy Template  
Privacy Policy Template  
Complaints Handling Policy Template

**As AI is a constantly evolving technology, be sure to set a reminder for yourself to review your AI policy every few months.**

# **[Publication Name] Internal AI Use Policy**

## **Purpose & Oversight**

* **Why we have this policy**: To ensure that AI remains a support to our journalism, not a substitute—upholding accuracy, trust and editorial integrity.
* **Governance**: Establish an **AI Lead in your organisation who will be responsible for** issuing guidance, overseeing experiments and keeping the policy up to date.

## **What is Generative AI?**

Generative AI refers to algorithms capable of creating new content—such as text, audio, images, or video—based on data they have been trained on. This differs from traditional AI, which typically classifies or predicts data but does not generate new material. At [Publication], GenAI is used as a tool—not a substitute—for human judgement.

## **Choosing relevant tools**

Tools used by [Publication] should be evaluated for the following:

* Reliability and reputation of the tool (Is it known to hallucinate?)
* Privacy risks associated with the tool (Is it Open or Closed Source?)
* AI training (Does it expressly say whether it will/won’t use your data to train?)
* Value to the workplace (will it increase productivity?)
* Risk to business (If you’re using a chatbot on your site, do you have confidence it will react appropriately?)

### **2. Principles**

1. **Human‑first, human‑approved**: No AI‑generated material (text, visuals, audio) gets published without human review and sign‑off.
2. **Accuracy over appearance**: We prioritise factual accuracy to maintain trust.
3. **Transparency**: Label all AI‑used content clearly, describe how AI was used and why, both internally and publicly when appropriate (refer to the Generative AI External Use policy).
4. **Avoid manipulation**: Never use AI to fake quotes, visualise real individuals or events, or alter any source material in deceptive ways.
5. **Privacy & data protection**: Keep your Privacy Policy in mind. Never input sensitive or confidential information into public AI tools, this includes contact information, banking details, login details and specific personal preferences.
6. **Watch for bias:** Generated text, audio and images must be checked to remove bias and harmful stereotypes and opinions.

### **3. Permitted Uses & Guidelines**

| **Use Case** | **Permitted Use** | **Requirements & Oversight** |
| --- | --- | --- |
| **Reporting assistance** | Summaries, search, querying bulk datasets, transcription | Labelled internally; must be reviewed by reporter/editor. No quoting AI as a source. Fact-checked with another source, confirmed for accuracy. |
| **Editorial support** | Headline drafting, grammar/punctuation help, style recommendations | Optional testing; always finalised by human editor. |
| **Promotion & advertising** | Tailored emails to advertisers; social media posts | Check content; use only general data, not personalised information. |
| **Visual journalism** | Image generation for conceptual illustration (e.g., climate data) | Approval needed; must be labelled “AI‑generated” with context. Check for possible copyright infringements. |
| **Audience‑facing products** | Chatbots, customised newsletters, story recommendations | AI Lead‑approved; fairness audits; user opt‑out must be available |
| **Experimentation & innovation** | Trials of new AI tools | Require documentation and roadmap, overseen by AI lead and committee; share outcomes internally. |

**Disclosure:** It is the journalist’s responsibility to let [Editor] know when and where they have used Generative AI at any stage of their reporting and publishing process.

### **4. Prohibited Uses**

* Fabricating quotes, sources, or events.
* Inputting private personal data (sources, whistleblowers, subscribers) into public AI models.
* Letting AI alone make editorial decisions about story worthiness or framing.
* Using AI‑generated visuals in news reports without clear labelling and editorial review.
* Generating content in its entirety.

### **5. Training & Tools**

* Staff will receive regular training on AI best practice, bias awareness, and tool limitations.
* New tools must be evaluated by the nominated AI Lead for reliability, fairness, accuracy, privacy and intergration with our systems.
* A “sandbox” environment will be provided for experimentation; anything poised for public release requires sign‑off from the AI Lead and (where relevant) Publisher.

### **6. Transparency & Feedback**

* Internally, a central log tracks AI‑assisted stories, tools used, purposes, and outcomes for editorial review.
* Staff are encouraged to report concerns or unintended consequences of AI use to the AI lead
* Include context for readers when audience‑facing content uses AI tools (e.g. “Our bot compiled this summary using AI trained on our verified coverage”).
* If there is a complaint about work generated by AI, refer first to the Complaint Handling Policy for [Publication].
* We will disclose the use of AI with the following statement: (adjust as appropriate)

“This article was created with the assistance of AI and edited by a human.”  
“This [image/video/animation/audio] was generated using AI.”

“Sources for this [content] were compiled using Generative AI.”

#### **We will disclose the use of AI when we:**

* Make our content more accessible, by summarising articles, creating transcripts of audio and alt text for images.
* Create multimedia content such as images and audio.
* Create illustrations relevant to the news story.
* Organise and display data such as dates, times and locations for community events.

#### **We will not disclose the use of AI when we use it to:**

* + Provide grammatical and tonal guidance on our stories.
  + Generate tailored communications on social media, in newsletters, or to clients.
  + Brainstorm ideas for stories, competitions or advertising copy.
  + Edit or improve the quality of images and audio.

### **7. Auditing & Revision**

* This policy will be **reviewed every six months**, or sooner if there are significant AI tool or audience trust developments.
* The AI Lead assesses performance, adherence, emerging risks, and recommends changes to be communicated to all staff.

### **8. Enforcement**

* Violations will be reviewed by the committee, with sanctions ranging from retraining to disciplinary action depending on severity and intent.
* The aim is to learn, correct course, and reinforce trust internally and externally.

## ✅ **Next Steps**

* Appoint an AI lead.
* Share this policy with staff and provide training sessions.
* Review process tools (logs, approval workflows, labelling templates).
* Begin triage of existing AI tool usage to align with policy—grade risks and adjust.

This internal policy is a practical **living document**, balancing innovation with editorial responsibility. It gives staff clarity on permissible AI use while safeguarding integrity, transparency and trust.