**Institute** *of* **Internal Communication**

# The AI Ethics Charter for Internal Communication

**This Charter aligns with existing IoIC professional principles and guidelines on ethical practice.**

This means ensuring all internal communication continues to remain truthful, fair, inclusive and respectful.

As a profession, we will always strive to ensure our work is human-centric, optimally enhancing communication between our organisations and internal stakeholders.
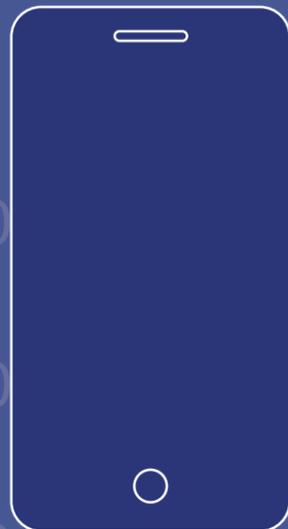
## WE COMMIT TO ALWAYS:

### UPHOLD STANDARDS, VALUES & CULTURE

**1.**

**This means:**

- The highest **quality standards** of internal communication are maintained.

- We will strive to **uphold** the **values** and standards that underpin our organisations and wider society.

- We use AI responsibly to protect and benefit our organisational brand and stakeholders.

- We consistently advocate for sensible use of AI tools at work and always promote a **culture of AI for good**.

- We encourage colleagues to **speak up** if AI use doesn't match our organisational values and we'll make sure these concerns are addressed.

### BE TRUSTWORTHY & TRANSPARENT

**This means:**

- **All AI-generated content is fact-checked** to sustain organisational trust and truthfulness.

- AI-generated **content has been checked to avoid plagiarism** and copyright infringements.

- When using synthetic media in the course of our work, we will always be able to **explain why we chose to do so**.

**6.**
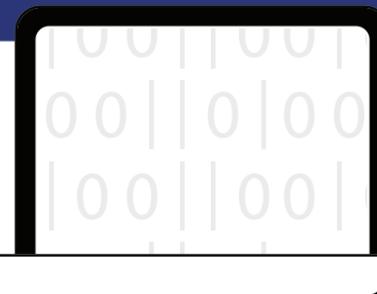
### BE LEGAL, SAFE & COMPLIANT

**2.**

**This means:**

- **User safety and privacy** are paramount. We will always uphold standards that benefit all stakeholders.

- We will make sure all use of AI at work **complies with current legislation**. We will strive to protect proprietary information and IP and make sure personal data is held safely and confidentially.

### PRIORITISE DIALOGUE

**4.**

**This means:**

- Our organisations **maintain accessible and open conversation** about when and how best to use AI.

### UPHOLD KNOWLEDGE SHARING & CRITICAL THINKING

**5.**

**This means:**

- We keep ourselves **professionally upskilled and competent** to understand the full range of ethical considerations for AI adoption.

### FOSTER HUMAN-CENTRED, RESPONSIBLE AI ADOPTION

**3.**

**This means:**

- AI should **complement human creativity and innovation**. Workplace AI should not undermine human wellbeing.

- All discourse regarding AI use at **work promotes human and moral agency**.

### ENSURE INCLUSIVE, ACCESSIBLE AI

**7.**

**This means:**

- Use of AI at work is always **inclusive, accessible and fair** and that care has been taken to minimise the risk of unwanted bias.

### MONITOR & MINIMISE AI'S SUSTAINABILITY IMPACT

**8.**

**This means:**

- In keeping with our organisational sustainability commitments, the carbon emissions of all AI-generated content will be measured and monitored.