Institute *of* Internal Communication

Sustaining Trust in the Future of Internal Communication:

INTRODUCING THE AI ETHICS CHARTER

Introduction

Since 1949, the IoIC has raised standards in the practice of internal communication within organisations.

Its overarching goal is to advocate for the highest standards of professionalism. Effective internal communication helps people feel they matter at work and in so doing, drives engagement, organisational effectiveness and performance.

The IoIC's new Charter for the ethical use of AI has been created to sustain professional standards as AI adoption goes mainstream. AI has the potential to bring vast efficiency and significantly improve our working lives, but it's vital that its use is undertaken thoughtfully, equitably, inclusively and humanely. The long-term health of our organisations depends on it.

I believe a Charter for ethical AI adoption within internal communication will help professionals integrate a wider range of considerations as they navigate this new and complex landscape. I am hugely indebted to the taskforce of senior internal communication professionals who generously gave their time to the creation of the Charter. It wouldn't have become a reality without their commitment, critical thinking, curiosity and pragmatism.

Ethical principles provide the moral compass by which we deliver our best work. By applying these principles, we deliver strategic value and help our organisations strive towards outcomes that benefit all stakeholders. The Charter for ethical AI adoption complements the IoIC's existing guidance on ethical practice and above all serves to uphold transparency and trust at work.

The pace of progress within the field of AI is astounding. As such, we have designed the Charter as a living document and we look forward to working with members to understand the real-world challenges of practical application.

By maintaining ongoing open dialogue within our membership community, we will together lead the way and further enhance the potential of our profession.

**JENNIFER SPROUL
CHIEF EXECUTIVE**

The Rise of AI

AI promises efficiencies that will undoubtedly transform the form and function of most organisations. Harnessed in the right way, AI will dramatically enhance the way proprietary information and knowledge are created, shared and leveraged. This will in turn impact the way work is done.

Yet, as is the case for all early-stage technology adoption, ethical concerns must be identified and addressed, to both mitigate risk and make best use of the full range of opportunity.

Generative-AI, for example, is already reshaping how internal news and content are created and shared within organisations. It is heralded as a work tool to improve the quality and flow of organisational knowledge and insight, freeing up time for busy executives to focus on more bespoke communication work. But to use AI diligently, communication executives must understand its limitations and apply the necessary human oversight to ensure no harm is caused by its adoption.

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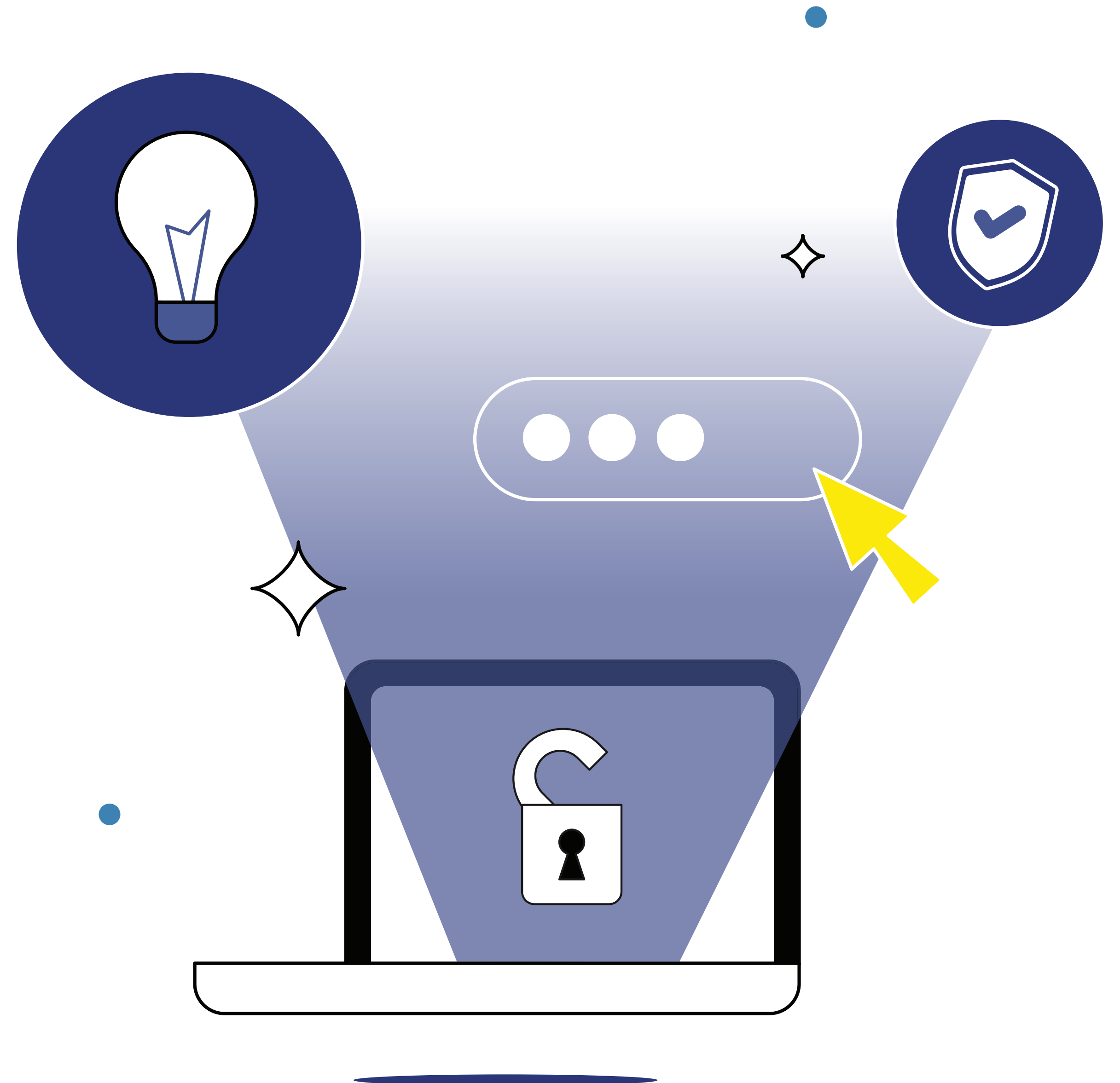
# Introducing a Charter for ethical AI adoption within Internal Communication

The IoIC's first Charter for the ethical adoption of AI seeks to harness the full power and potential of AI at work while mitigating the potential for misuse. While crafted with Generative-AI in mind, its scope applies to the adoption of all enterprise AI, with its primary objective to uphold good practice and avoid otherwise unintended consequences.

Due to the fast pace of AI progress, we launch this Charter as a living document. It will be continuously reviewed and updated in step with technological advances.

Its overarching goal is to encourage critical thinking and wider consideration of the broad range of issues requiring attention as we introduce these new technologies into our work lives. By highlighting ethical application, we will uphold professional quality and standards in internal communication, thus reducing the risk of practices that inadvertently cause harm.

While this Charter has been created with the internal communication profession in mind, we believe it has application for adoption across all business functions within 21st century organisations.
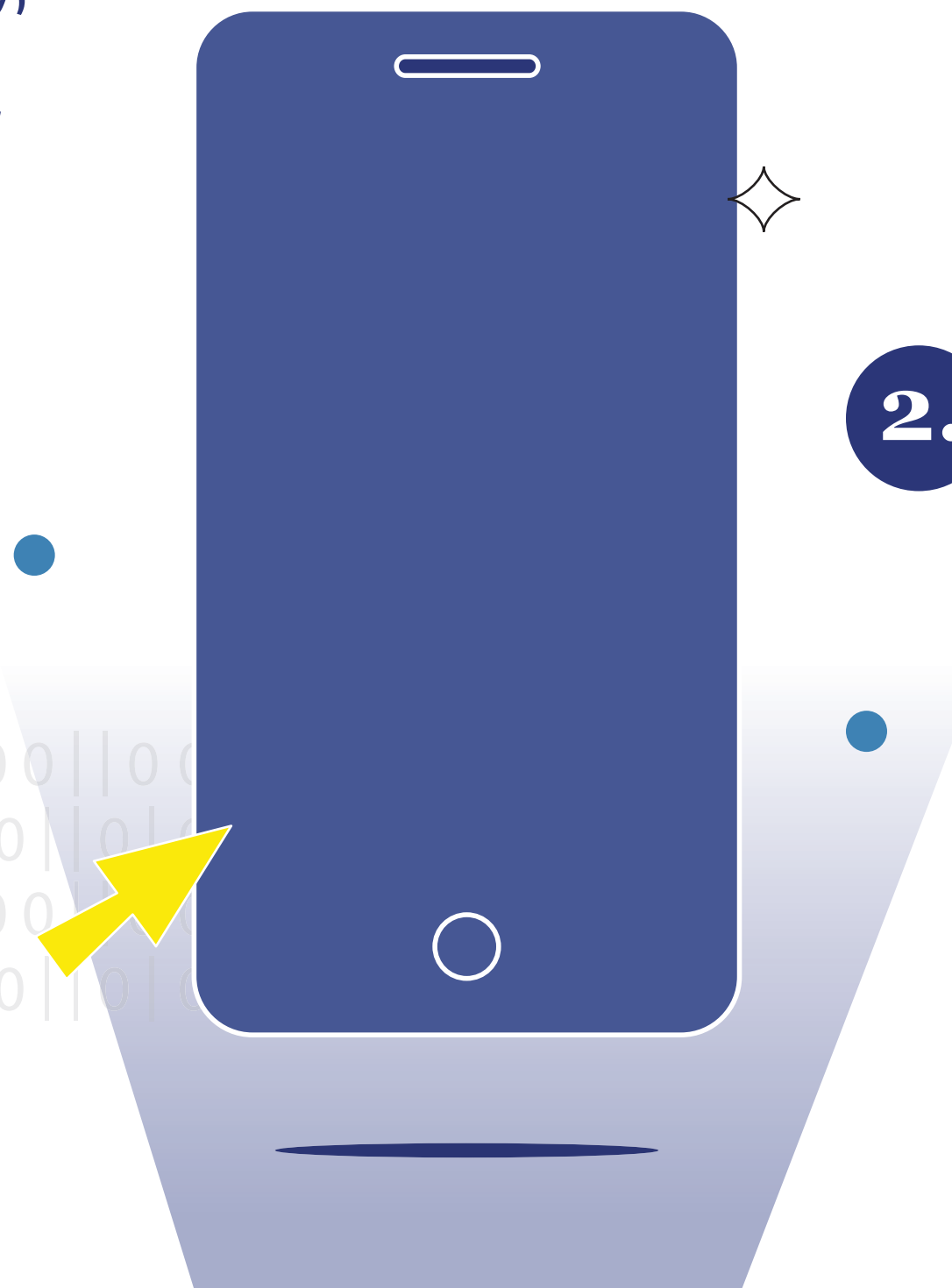
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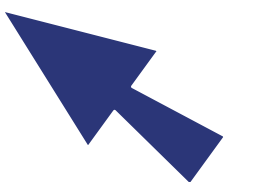
THE AI ETHICS CHARTER

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.

The IoIC recognises the human species is deeply social and that wellbeing relies on high-quality, authentic and reciprocal interactions. As a profession, we will always strive to ensure our work is human-centric, optimally enhancing communication between our organisations and internal stakeholders.

This being so, as internal communication professionals, we commit to always:

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1. UPHOLD STANDARDS, VALUES & CULTURE

This means:

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

• The adoption of new enterprise AI technologies always strives 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 welcome open discussions about AI use. We encourage colleagues to speak up if AI use doesn't match our organisational values and we'll make sure these concerns are heard and addressed.

2. BE LEGAL, SAFE & COMPLIANT

This means:

• While AI adoption seeks to optimise innovation and competitive advantage, **safety and privacy** are paramount. We will always uphold standards that benefit all stakeholders.

• All use of AI at work **complies with current legislation**. This includes striving to protect proprietary information and intellectual property from entering the public domain and making sure personal data is held safely and confidentially and protected from misuse.

3. FOSTER HUMAN-CENTRED, RESPONSIBLE AI ADOPTION

This means:

• The introduction of new AI **complements human creativity**, innovation and critical thinking. Workplace AI must always enhance, rather than undermine, human wellbeing.

• All discourse regarding the AI use at **work promotes human and moral agency**. We will always assume all colleagues align with our organisational values and carry positive intent.

4. PRIORITISE DIALOGUE

This means:

• Our organisations **maintain accessible and open conversation** about when and how best to use AI. Colleagues should feel educated and equipped to use AI tools safely and responsibly, abiding by fair, lawful and ethical guidelines.

5. UPHOLD KNOWLEDGE SHARING & CRITICAL THINKING

This means:

• We keep ourselves **professionally upskilled and competent** to understand the full range of ethical considerations for AI adoption. We commit to sharing knowledge to promote personal accountability, good practice and responsible, sensible use-cases.

6. BE TRUSTWORTHY & TRANSPARENT

This means:

• **All AI-generated content is fact-checked** to sustain organisational trust and truthfulness. We will maintain a comprehensive understanding of data sources for optimal reliability and apply professional oversight whenever working with AI tools, platforms and content

• 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**.

7. ENSURE INCLUSIVE, ACCESSIBLE AI

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.

8. MONITOR & MINIMISE AI'S SUSTAINABILITY IMPACT

This means:

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

The Taskforce

We are grateful to everyone who gave up their time and provided deep insight:

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