

Artificial Intelligence (AI) Policy

1. Introduction

- 1.1. Artificial intelligence (AI) is increasingly prevalent in our society, including our workplace. Our view at Rise is that AI serves as a tool that can complement and enhance our work, but not replace the human insight, intelligence, relationship building or critical thinking that our people bring.
- 1.2. The AI that is relevant to our work is also referred to as 'generative AI'. Generative AI is a broad label used to describe any type of AI that can be used to create new text, images, video, audio, or code. Large Language Models (LLMs) are part of this category of AI and produce text outputs.
- 1.3. Generative AI brings about specific legal and ethical considerations, and Rise is committed to ensuring that our use of it is responsible and lawful.

2. Scope of this Policy

- 2.1. For all new technologies, we must be both aware of risks, but alive to opportunities they offer us. This policy therefore outlines the expectations for how we at Rise should approach the use of generative AI within our work.
- 2.2. Whilst this policy applies to everybody at Rise, not everybody at Rise may want to use AI. This is OK.
- 2.3. We see that AI is there to enhance our work and help with efficiency. It is not there to replace our people.
- 2.4. This policy will be publicly available on our website in order to give reassurance to our partners and stakeholders about how we are approaching the use of AI in our work.

3. Summary of Guidance

- 3.1. Never put personal data or sensitive information into generative AI tools. You should always have regard to the principles of UK GDPR (see our [Data Protection Policy](#)).
- 3.2. With appropriate care and consideration, generative AI can be helpful and assist with your work. However, you should be cautious and circumspect in your approach, noting the guidance provided here.
- 3.3. Output from generative AI is susceptible to bias and misinformation. It needs to be checked appropriately. The output must also not form the final content of a piece of work.

3.4. Only AI tools from the permitted list in clause 4.5 (below) can be used for Rise work.

4. Usage

When Can AI Be Used at Rise?

4.1. Under this policy, AI use within Rise is currently restricted to the creation* of text and audio-to-text transcription only. **We will not use AI to create images, videos, voiceovers or music.**

4.2. *When considering what we mean by 'creation', it is important to define the extent to which AI can be used to create output at Rise. The protection of quality, integrity, brand and tone of voice is critical when considering the use cases for AI within Rise.

4.3. The following guidance on use cases must be followed at all times by all members of the team in relation to AI use. This is not an exhaustive list and if something that you want to use AI for falls outside of this list, please speak to a member of SMT to obtain guidance. Please be aware that we will always err on the side of caution when it comes to approving a use case for AI:

Use Cases Where AI Can Be Used ✓	Use Cases Where AI Cannot Be Used ✗
To create an initial framework for a piece of work (e.g. the headings/structure)	To analyse or summarise any personal data (e.g. data relating to people accessing Rise-related services/activities)
To create guidance as to what may or may not be the key areas to be covered in a piece of work	To analyse or summarise any commercially sensitive data relating to Rise or any of our partners/stakeholders (e.g. financials)
To provide inspiration for a piece of work	To analyse or summarise another person's copyrighted piece of work
To create text that falls within the restrictions imposed on content creation within this section of the policy	To create verbatim content over and above two sentences in every side of A4
To create audio-to-text translation	To create images, videos, voiceovers or music
To gather background information on a topic relating to an area that you are unfamiliar with / to aid your understanding.	

Which AI Tools Can be Used at Rise?

4.4. There are a number of AI tools that are currently permitted to be used in the course of our work at Rise. This list will be kept under regular review. Whilst we believe that the tools listed below provide sufficient scope for the types of work that we undertake at Rise, if any member of the team would like to utilise a different AI tool to those listed below, they should first of all speak to a member of the SMT and explain the rationale behind their request. SMT may or may not approve the request. If a new tool is approved, it will be added to this policy.

4.5. The following AI tools are all LLMs and currently on the Rise permitted list:

For text:

- 4.5.1. [ChatGPT](#), created by OpenAI
- 4.5.2. [Gemini](#) (previously known as Bard), created by Google
- 4.5.3. [Claude AI](#), created by Anthropic
- 4.5.4. [Copilot](#), created by Microsoft

For audio to text translation:

- 4.5.5. [Whisper](#), created by WhisperTranscribe B.V.

4.6. To use the above AI tools, you will generally need to create an account by following the links provided. Please use your Rise email address and a strong password to register on these platforms for any Rise-related AI work that you wish to undertake. Only free-to-access versions of the above tools should be signed up for in relation to Rise work. Should you wish to use AI tools for your personal use, you should register for an account using a personal email address.

4.7. You are encouraged to be curious about the above AI tools and may wish to play around with a few of them to see which you feel gives you the best outputs and therefore may be useful in your work. However, you are not compelled to use any AI tools in your work at Rise.

What Should I Be Aware of When Using AI and What Are Our Ground Rules When Using It?

4.8. Whilst generative AI tools are evolving at pace, there are some ground rules that are likely to apply on a long-term basis when using an AI tool from the permitted list for a permitted use case. However, these ground rules will continue to be regularly reviewed to ensure that they are relevant and up to date.

Awareness Point	Detail	Ground Rule
Be aware of how your question will be used by the system	AI systems learn based on the information you enter.	Just as you would not share work documents on social media, do not input such materials into AI tools.
AI answers can mislead	These tools can produce credible looking output that is incorrect or made up ('hallucinations'). They can also offer different responses to the same question if it is posed more than once, and they may use sources that you would not ordinarily trust. Therefore, be aware of the potential for misinformation.	Always apply the high standards of rigour that you would to anything else you produce in a work context – check facts and assertions, no matter how authoritatively they appear to be presented. Do not use AI outputs as your only source of information on any one topic.
Be aware of how generative AI operates	All the above tools will answer your question by probabilistically choosing words from a series of options it classifies as plausible. These tools cannot understand context or bias.	Always treat with caution these outputs and challenge them using your own judgement and knowledge.
The quality of both our work itself, and how we work, are vital for our reputation	Given the risk of hallucinations and bias etc, in addition to checking AI output, we should also be transparent when we've used it in order to maintain our integrity and ethics.	Always reference when AI has been used in the production of content, whether it be internal or external facing. See clause 4.9 (below) for guidance on referencing.

Referencing When You've Used AI

- 4.9. As per the above ground rules, if you have used AI in the creation of any content, whether it is internally or externally facing, you must:
- 4.9.1. Record the name of the content created, the author(s), the AI tool from the permitted list that was used, and the date(s) the AI tool was accessed in [this document](#); and
 - 4.9.2. Add a footnote on the first/front page of the content that states the following: *We occasionally use AI tools to aid our productivity and efficiency. A small amount of AI was used in the creation of this document, in line with our AI Policy [\[insert link to AI Policy on the website when available\]](#).*

5. Misuse of AI & What to do if Something Goes Wrong

- 5.1. If you reasonably believe that you or a member of the Rise team has breached this policy, please speak to a member of SMT immediately, or refer to our Whistleblowing Policy for guidance if you feel unable to speak to SMT.
- 5.2. It is essential that staff report potential breaches of this policy immediately on becoming aware of them, particularly if there is a potential risk to personal data (in which case the Data Breach Policy & Procedure will be followed).
- 5.3. Rise recognises that anyone can make a mistake. Where however, there is the potential that an employee's actions could be due to misconduct (e.g. deliberate action), the Senior Manager to whom it is reported should seek further advice in this area from the CEO at the earliest opportunity.
- 5.4. If a member of the team is found to have deliberately misused AI and in doing so, breached this policy, then they may be subject to disciplinary proceedings under our Disciplinary Policy and Procedure.

6. Rise's Responsibilities Around AI

- 6.1. Given the fast-moving nature of AI, this policy will initially be reviewed every three months. Over time, that review period may be extended. The SMT will initiate each review. This frequent review schedule is designed to ensure we stay up to date, ensure that AI can be used by those who wish to within Rise, and that at all times, that use is legal, responsible and ethical.
- 6.2. We will endeavour to ensure that training around the use of AI is provided as needed.
- 6.3. We are aware of the potential impact of increased AI usage on the environment (through, for example, increased carbon emissions from the energy require to train and run AI models). We will therefore continue to stay informed about emerging data on this new area so that we can take an informed view on how we balance our environmental responsibility with the emerging world of AI within the workplace.

7. Links to Useful Resources

[A Simple Guide to Help You Understand AI](#) – BBC

[The State of AI in 2023](#) – McKinsey

[The Art of the Prompt – How to Get the Best Out of Generative AI](#) – Microsoft

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