



AI Principles Statement

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Our organisation recognises the potential of Artificial Intelligence (AI) to enhance the way we operate, expand our services, and better serve our members and supporters. To ensure that AI is used responsibly and in alignment with our charitable objectives, we commit to the following principles:

1 Member-Centred Focus

We will always use AI in ways that further our mission and benefit our members, supporters, and the broader community. Any AI application must be guided by the values and objectives that shape our organisation.

2 Transparency and Accountability

We will be open about our use of AI, clearly communicating the purpose of any AI initiative and how it affects stakeholders. We will establish oversight mechanisms to ensure that the development, deployment, and monitoring of AI systems remain responsible and accountable.

3 Fairness and Inclusivity

Our AI systems must be designed to treat everyone equally, avoiding bias and discrimination. We will work to reduce barriers to access and ensure that AI services are inclusive and beneficial to a diverse range of users.

4 Privacy and Data Protection

We respect individuals' privacy rights and adhere to all relevant data protection laws, including the UK GDPR. We will only collect and process data essential to our organisational aims and will handle any personal information with care, security, and transparency.

5 Security and Reliability

We will prioritise safe and secure AI systems to protect against risks such as data breaches or misuse of personal information. AI tools used by the organisation must be reviewed to ensure they meet reasonable standards of reliability, including resilience to errors or external threats.

6 Ethical Governance

We will maintain clear governance structures, such as an ethics committee or advisory group, to review and guide AI initiatives. Where appropriate, we will conduct ethical and data protection impact assessments to identify and address potential harms or unintended consequences.

7 Continuous Learning and Improvement

As AI technologies evolve, we will stay informed of best practices, update our processes, and provide training for staff, trustees, and volunteers to ensure that the responsible use of AI remains a shared commitment across the organisation.

By following these principles, we strive to integrate AI solutions into our work in a way that upholds our values, respects the rights of individuals, and fosters trust among staff, trustees, members, and the wider community.