Ethical Use of Generative Artificial Intelligence (Gen AI) Policy

Purpose

The purpose of this policy is to ensure the ethical, responsible, and transparent use of Generative Artificial Intelligence (Gen AI) by all staff at Whitecliffe Institute of Creative Arts and Technology ("Whitecliffe"). This policy outlines expectations, boundaries, and guiding principles to support the safe and appropriate integration of Gen AI tools into teaching, scholarship, administration, and other professional functions.

Scope

This policy applies to all academic and professional staff employed at Whitecliffe, including contractors, casual employees, and consultants, when using Gen AI tools in the course of their duties. This includes the use of AI in:

- Academic content creation and delivery
- Student support and communications
- Administrative and operational tasks
- Research and scholarship
- Marketing, communications, and media
- Policy writing and strategic planning

Related Policies and Forms

This policy should be read in conjunction with the following Whitecliffe policies and associated documents:

- Academic Freedom and Freedom of Speech Policy
- Academic Integrity Policy
- Assessment Guideline
- Assessment Policy
- Complaints and Appeals Policy and Procedure
- Intellectual Property Policy
- Misconduct Policy and Procedure
- Revocation of Awards Policy
- Student Code of Conduct Policy

All documents referenced in this policy can be accessed via the [Forms & Policies](#) section at the bottom of the homepage of the Whitecliffe website.

Definitions

For the purpose of this Policy, the following definitions apply:

Generative AI (Gen AI)	A type of artificial intelligence capable of generating text, images, code, audio, or video based on prompts. Examples include ChatGPT, DALL·E, GitHub Copilot, and Midjourney.
AI Tools	Software or platforms that use Gen AI capabilities to produce content or provide automated assistance.
Sensitive Data	Any data containing personally identifiable information (PII), student records, intellectual property, or confidential institutional material.

Guiding Principles for Ethical Use

Whitecliffe promotes the use of Gen AI in a way that supports academic integrity, professional standards, and institutional values. Staff must use Gen AI in accordance with the following principles:

1. **Integrity and Honesty**
   - Staff must be transparent about their use of Gen AI when producing any material intended for students, publication, or public dissemination.
   - Content generated by Gen AI should be reviewed and verified for accuracy and appropriateness prior to use.

2. **Accountability**
   - All staff remain accountable for the outputs of Gen AI tools. Reliance on AI-generated content does not absolve staff of professional or legal responsibilities.
   - Staff are responsible for verifying the factual accuracy and ethical appropriateness of AI-generated content.

3. **Privacy and Confidentiality**
   - Gen AI tools must not be used to process or input personal, sensitive, or confidential information, including student records, employee data, or proprietary institutional content, unless approved tools with secure data protection mechanisms are used.

4. **Academic Integrity**
   - Academic staff must ensure that any use of Gen AI in teaching materials or assessments does not compromise academic standards or encourage student misuse.
   - Gen AI should not be used to mark assessments or make high-stakes academic decisions without human oversight.

5. **Equity and Inclusion**
   - Staff must remain mindful of biases embedded in AI tools. Use should be inclusive, culturally sensitive, and aligned with Whitecliffe's values of diversity and equity.

6. **Professionalism**
   - AI-generated communications should not replace human interaction in contexts requiring empathy, judgment, or confidentiality (e.g., student wellbeing, HR matters).
   - Professional judgment must prevail when deciding when and how to use Gen AI tools.

Acceptable Use Examples

Context	Acceptable Use
Course Design	Drafting teaching materials or learning objectives, subject to staff review.
Administration	Drafting policy and procedural templates, meeting agendas, or reports with staff oversight and subject to governance review and approval.
Marketing	Generating creative drafts for campaigns, with human editing and brand alignment.
Scholarship	Brainstorming ideas, provided all final content is original and referenced.

Unacceptable Use Examples

- Uploading or sharing identifiable student information with public AI tools.
- Using Gen AI to generate grades or feedback without staff review.
- Misrepresenting AI-generated content as entirely human-authored in work.
- Using AI to impersonate staff or students in any communication.
- Replacing essential human-centered interactions with automated AI responses.

Responsibilities

Role	Responsibility
All Staff	Adhere to policy, maintain transparency, and act with integrity when using Gen AI
Senior Leadership Team	Support staff awareness, monitor appropriate use, and report misuse
Academic Board	Monitor academic impacts and update related academic policies
Governing Board	Monitor operational impacts and update non-academic policies and procedures, and the non-academic aspects of academic policies and procedures
IT Services	Review and advise on the secure use of Gen AI tools

Breaches of Policy

Non-compliance with this policy may result in disciplinary action under relevant employment or academic misconduct provisions. Serious misuse, particularly involving data breaches or academic integrity violations, may lead to formal investigation and sanctions.

Change and Version Control

Version	Date Approved	Authored by	Approved by	Description
1.0	01 July 2025	Executive Dean	Governing Board	New Policy. The first iteration of this policy was drafted by ChatGPT, critically reviewed by the Executive Dean and Externally Reviewed by MHL Consulting before being presented to the Academic Board for their consideration. **Similarity** **0%** of your text is similar to online sources. Similarities reviewed 0 / 0

Policy Information

Author:	Executive Dean
Policy owner:	Chief Academic Officer
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