

# **AI Usage Policy**

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This policy covers the use of Artificial Intelligence (AI) tools in creative, administrative, and other processes at Fuel. It outlines guidance for the ethical and responsible use of AI, with an emphasis on transparency.

This policy applies to all Fuel staff, artists, freelancers and volunteers who use AI systems on Fuel related work and projects.

At Fuel we recognise that AI is a fast-growing technology that is already widely used in various fields and in day-to-day activities. This policy will be reviewed annually and updated as necessary to reflect changes in technology, laws, and organisational practices.

The purpose of this policy is to protect intellectual property, ensure all staff, artists, freelancers and volunteers are complying with legal standards and protect the integrity of creative processes.

## **Guiding Principles**

- When using AI systems that process personal data, we will comply with all relevant data protection legislation, including the UK GDPR. We will be transparent about our use of personal data in AI and obtain explicit consent where required. Sensitive, confidential, or personal information should not be input into third-party AI systems without appropriate data protection safeguards.
- We will respect the intellectual property rights of artists, creators, and communities whose works or cultural heritage may be used in AI training data or outputs. We will obtain necessary permissions and give appropriate attribution where it is within the scope of our control. We will carefully consider the cultural and ethical implications of using AI in relation to objects or knowledge of cultural significance.
- We will not publish or act on AI outputs without human review and editorial control. All AI-generated content will be fact-checked and edited by staff to ensure accuracy, alignment with our brand voice, and adherence to our values before publication.
- We will be transparent about our use of AI systems both internally and externally and clearly label it as such. We will maintain audit trails of our AI usage and establish clear lines of accountability.
- We recognise that AI systems can perpetuate or amplify biases present in training data and design. We will take proactive steps to identify and mitigate biases using human oversight. Where we develop our own AI systems we will endeavour to use training data

that reduces the risk of bias. We will be alert to the risk of AI-generated content creating a misleading or unbalanced interpretation of art, history, or culture.

- We will strive to use AI in ways that promote cultural understanding, inclusion, and accessibility. We will be mindful of the potential impact of automation on our workforce and commit to supporting staff in developing the skills needed to work effectively with AI.
- Recognising the potentially significant environmental footprint of AI, we will aim to use AI efficiently and avoid unnecessary computational waste. We will give preference to AI providers with strong environmental credentials and sustainable practices.
- We will proactively engage with our artists, audiences, local communities, stakeholders, academic experts, and policymakers to inform our approach to AI. Where appropriate, we will establish an ethical review process to assess AI projects and ensure they align with our values and legal obligations.
- While recognising the creative potential of AI, this policy affirms the enduring importance of human creativity and artistic expression. We commit to using AI to complement and enhance human creativity, not replace it.
- Given the complex challenges posed by AI, we encourage collaboration and knowledge sharing with other arts and cultural organisations, academic institutions, tech providers, policymakers, and civil society. This includes participating in sector-wide initiatives to develop AI ethics guidelines, share best practices, and advocate for responsible AI policies.
- We are committed to ensuring that any content created with generative AI is of the highest quality.
  - All AI-generated content will undergo a stringent review and quality assurance process to ensure it meets our standards for accuracy, relevance, and artistic integrity.
  - Content produced using AI must align with our organisation's values, mission, and strategic goals.
  - We will regularly assess and refine our AI systems and processes to maintain and enhance the quality of AI-generated content.
  - Staff will be trained on best practices for using AI tools to create high-quality content, and clear guidelines will be established to support this goal.

## **Usage of Non-Generative Artificial Intelligence and Machine Learning**

Non-Generative AI (Non-GenAI), uses, analyses and interprets existing data rather than creating new content.

Types of Non-GenAI include:

- Pattern Recognition: identifying patterns within data. For instance, recognising objects in images, detect anomalies in financial transactions, or classify emails as spam or not.
- Prediction and Classification: AI systems designed to predict outcomes based on historical data. For example, using tools to analyse booking data to predict individual preferences and recommend upcoming shows.
- Rule-Based Systems: This includes systems like chatbots that provide responses based on a set of programmed rules.
- Supervised Learning: AI models where the algorithm learns from labelled data.

Machine Learning (ML) allow computers to learn from data and improve tasks over time. These tools are widely used in various ways, including image recognition, natural language processing, and recommendation systems, but are not generative in nature (they do not generate new, original content).

We encourage the use of AI and ML to make our work more accessible and inclusive, including:

- Real-time captioning and transcription: AI-powered speech recognition and natural language processing technologies that automatically generate captions for video and audio content.
- Voice assistants and speech recognition: AI-driven voice assistants like Siri, Alexa and Google Assistant that help perform tasks with voice commands and assist with navigation.
- Facial recognition for authentication: replacing traditional CAPTCHAs with facial recognition software to verify identity online.
- Personalised content and interfaces: Machine learning algorithms which analyse user preferences and needs to personalise web content and interphases. This can include adjusting font size, contrast levels and navigation options to suit individual requirements.

## **Usage of Generative Artificial Intelligence**

Generative Artificial Intelligence (GenAI) refers to artificial intelligence tools that are able to generate new, original content such as images, text, music, and videos. GenAI is distinct from other non-generative types of AI and machine learning (ML) that allow computers to learn from data and improve tasks over time.

Key considerations when using GenAI:

**Copyright:** What is the content of the data set used by the tool? Does it contain copyrighted works? If so, what prompts can be used that ensure the outputs of the model don't infringe third party copyright and can be protected?

**Confidentiality:** Consider whether new inputs (eg. documents) contribute to the dataset or can be protected from use by others. Do not share confidential information or personal information with tools unless you are sure that the information can be protected (eg. within a 'walled garden' agreement)

**Terms and Conditions:** Consider the terms of use of individual software tools especially any licences that restrict the user's rights of use of the outputs.

**Impact on Artists:** Consider how we can use this technology in a way that is respectful of our artists. Consider any uses that may impact artist agreements (eg. use of an artist's likeness) or are explicitly referred to in union agreements.

**Misinformation:** Consider the risk of AI 'hallucinations' or echo-chambers which may lead to unreliable outputs, misrepresentation or unconscious biases

Rules of thumb for safer use of GenAI:

- Know the tool you are using: The terms and conditions for third party GenAI providers vary considerably, and many tools contain provisions that do not meet the standards detailed in this Policy. Be wary of provisions that prevent our ownership of the outputs, or enable the use of our confidential business or personal information.
- Prompt carefully: Careful prompting will help avoid creating outputs that might infringe upon third party rights. Record your prompts for reference. Specific prompts that reference a single copyrighted work are more likely to result in an output that is too similar to that work. By contrast, use of prompts that do not use named works or artists, or refer to the general rather than the specific, are less likely to lead to copyright infringement.
- Be sensitive to how the use of AI may impact creative individuals: GenAI is a controversial topic among creatives across our industry and has been hotly debated by artists and unions.

- Consider an AI tool a public forum (unless you are certain you are within a walled garden): If you wouldn't share information with a human unconnected to a project, don't share it with an AI.