

AI Guidelines and Policy

1. Introduction

This document outlines the guidelines and policy for the use of Artificial Intelligence (AI) technologies within the YMCA Brunel Group in compliance with UK law. The purpose of these guidelines is to provide a framework for staff regarding the appropriate use of AI in various aspects of operations, including people management, marketing, fundraising, social media, and general communications.

What is AI? Artificial intelligence can be defined as a machine-based system that can perform tasks commonly associated with human intelligence, including making content, predictions and/or decisions.

Generative AI can be defined as a type of artificial intelligence capable of creating text, images, speech, music, video and code in response to prompts from a user.

Whenever the use of AI is proposed, staff must first consider whether both the deployment of AI in principle and the specific product or tool is appropriate for the task it is being required to do.

All staff should also be aware that AI may also be integrated into tools provided by external suppliers or tools that are openly available on the internet. These may include tools YMCA BG uses such as Microsoft software, Inform, PeopleHr, Canva, Booking.com, Counter, Hootsuite and so forth.

Any use of AI by YMCA BG should follow our core policies and procedures, be aligned to our vision and values and include the principles of impartiality, accuracy, fairness and privacy.

Any use of AI must include active human oversight and approval, appropriate to the nature of its use and consistent with the core policies.

2. General Principles

- **Transparency:** All AI systems used within the organisation must be transparent in their operation and decision-making processes. Staff should understand how AI is being used and its potential impacts. Where AI has been used then it should be referenced as 'AI content' and checked for plagiarism prior to use.
- **Accountability:** Clear roles and responsibilities should be assigned for the development, deployment, and monitoring of AI systems. Staff must be accountable for the outcomes and decisions made by AI.
- **Fairness and Non-Discrimination:** AI systems should be designed and implemented to avoid bias and discrimination based on characteristics such as race, gender, age, or disability.
- **Data Privacy and Security:** Any data collected and used by AI systems must comply with relevant data protection laws, including the General Data Protection Regulation (GDPR). Adequate measures should be in place to ensure the security of data processed by AI.

3. People Management/Human Resources

- **Recruitment and Selection:** AI may be used to assist in the recruitment and selection process, but decisions regarding hiring, promotion, and termination should ultimately be made by human staff with consultation with the People department. AI tools should be regularly audited to ensure fairness and accuracy.
- **Employee Performance and Development:** AI can be utilised to analyse employee performance and provide personalised development opportunities. However, such systems should be transparent, and employees should have the option to opt-out of AI-driven assessments, if used in the future by YMCA BG.

4. Communications, Marketing and Fundraising (including social / digital channels)

- **Communications Strategy:** Develop a cohesive communications strategy to support fundraising efforts and grant applications. Ensure consistency in messaging across various communication channels, including written proposals, presentations, and online platforms.
 - **Content Strategy:** Develop a comprehensive content strategy for social media platforms that aligns with YMCA BG vision and values. Ensure that content is engaging, informative, and respectful of diverse audiences.
 - **Targeted Advertising:** AI can enhance targeted advertising campaigns by analysing data and predicting audience preferences. However, personal data should be handled in accordance with GDPR, and individuals should have the option to opt-out of targeted advertising.
 - **Paid Advertising:** Utilise AI-driven tools for targeted paid advertising on social media platforms. Advertisements should comply with advertising standards and guidelines, and personal data handling should adhere to GDPR regulations. Provide clear disclosures regarding sponsored content.
 - **Community Engagement:** Foster meaningful interactions with followers on social media through regular engagement, responding to comments and messages promptly, and promoting community involvement in fundraising and awareness campaigns.
 - **Crisis Management:** Develop protocols for addressing potential crises or controversies on social media platforms. Monitor conversations closely, respond transparently and swiftly to mitigate reputational risks, and escalate issues as necessary.
 - **Donor Analysis:** AI can assist in analysing donor behaviour and predicting donation patterns. Data privacy should be maintained, and donors should be informed about how their data is used for fundraising purposes.
 - **Grant Research and Identification:** Utilise AI tools to identify potential funding opportunities relevant to the organisation's programs and initiatives can be beneficial. Conduct thorough research on grant-making organisations, their funding priorities, and application requirements.
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By integrating these guidelines into our marketing, fundraising, and communications practices, the YMCA Brunel Group can leverage AI technologies effectively to engage audiences, drive fundraising initiatives, and advance its mission in the community.

5. Compliance and Review

- **Regular Audits:** AI systems used within the organisation should undergo regular audits to assess their fairness, accuracy, and compliance with relevant laws and regulations.
- **Review and Update:** These guidelines and policies should be reviewed periodically to ensure they remain up-to-date with evolving legal and ethical standards regarding AI.

6. Conclusion

By adhering to these guidelines and policies, staff members of the YMCA Brunel Group can leverage AI technologies effectively and ethically in their respective areas of operation while upholding the values of transparency, accountability, fairness, and data privacy.

AI technology is constantly evolving. As AI continues to advance at a rapid pace, this policy will be updated regularly to ensure we are utilising AI safely and effectively across our organisation.

Signed on behalf of YMCA Brunel Group
(original signed copy held at registered office)



Mike Fairbeard

Role of
Signatory

Chief Executive

Date of Review of
Policy

Jan 2027

