

POLICY	Generative AI (GenAI) Acceptable Use
Policy Owner	Risk and Compliance
Responsible Policy Officer	Risk and Compliance Lead Volunteer
Approving authority	Trustees
Date approved	30/05/2026
Version control	V 1.0
Frequency of review	Annual
Next review due	May 2027

Policy aims and purpose

Girlguiding is committed to the safe and responsible use of generative artificial intelligence (GenAI) in order to enhance creativity, productivity and efficiency.

This policy provides rules to keep individuals and the organisation safe and aligned to our values when using GenAI for Girlguiding Midlands activities and duties.

Key principles include:

- Only use GenAI tools which are approved
- Make sure sensitive data is not shared
- Take particular care when using content generated by GenAI.

Who does this policy apply to?

You must comply with this policy if you are any of the following (referred to from now on in this policy as 'users').

- Girlguiding Midlands staff
- A contractor or freelancer undertaking work on behalf of Girlguiding Midlands.
- Third-parties and suppliers undertaking work on behalf of Girlguiding Midlands.
- All volunteers
- All members

Definitions used in this policy

Data breach	An act or occurrence which causes the loss, destruction/erasure, alteration, unauthorised disclosure/sharing of, unauthorised access to,
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	unauthorised use/ publication of personal data. Examples include emailing personal data (information) to the wrong person, or leaving personal data unsupervised or in a public place where others can access it.
GenAI	Generative Artificial Intelligence software, agents and assistants that create content, data and ideas which mimic human-like creativity. That content includes but is not limited to text (including answers to questions), images, videos, data, information and programming code and ideas.
Illegal imagery	Child sexual abuse material and/or material that incites violence, hate or terrorism.
Inappropriate imagery	Pornography, violent content, racist content and misogynistic, homophobic, biphobic or transphobic content.
Misinformation	Where an individual may not be aware of the fact that they are sharing inaccurate information, for example they share information or content that they believe to be true.
Personal data	Any information relating to an identifiable person (a 'data subject'). Personal data also includes special category personal data: any permanent characteristics of a persons' physical, physiological, genetic, mental, economic, cultural or social identity.
Personal information	Information that makes an individual personally identifiable. This can include name, date of birth, address, phone number, email address and social media profile name. It may also include identifying details based on an individual's protected characteristic.
Provided data	All files – presentations, images, raw data, spreadsheets, text and other documents – and anything typed or pasted directly into a GenAI tool (often referred to as the prompt).
Sensitive data	Personal Data and Personal Information, noting that special care should be taken with data related to young members, ensuring it is not shared or used inappropriately. Confidential organisation information – any data that is confidential to Girlguiding Midlands such as internal communications, strategic plans, and financial information. And any data that could compromise the organisation's operations or reputation.
UK GDPR	UK General Data Protection Regulation.

POLICY STATEMENT

Responsible use

Central to this policy is being conscious of why, how and when to use GenAI, when not to, and what the impacts are.

1. Using GenAI technology, tools and applications

Choosing which GenAI tool to use

Users must only use GenAI tools explicitly listed in the Approved AI Technologies and Tools list which can be found on the region website and will be provided to third-parties as necessary. Users must follow restrictions on operations, permitted use of Sensitive Data and requirements to opt-out of data collection.

This policy also applies when using third-party applications such as software, websites or in apps. It is the responsibility of users to question if GenAI is used.

Potentially exploited workforce

Girlguiding is banning the use of any tool which is proven to have exploited its workforce.

Environmental impact

Girlguiding is committed to optimising efficiency in our use of natural resources. Anyone using a GenAI tool is encouraged to consider if a non-GenAI tool could be used for the same purpose.

Data security

Unless explicitly indicated on the list of Approved AI Technologies and tools, sensitive Data can never be included in the Provided Data used with a GenAI tool.

Users are responsible for reporting any occasion where Sensitive Data has been used against the rules of this policy, or the Approved AI Technologies and Tools list, as a data breach and you must use the data breach procedure to do this.

2. Using generated content

You must adhere to the following principles when using GenAI content.

Keeping the human in the loop

All content which has been created or modified by GenAI must first be checked by a user before it is used by or shared with someone else or another technology.

Plagiarism

Users must ensure that any content generated by GenAI does not have restrictions on its use, including UK GDPR and intellectual property rights (IPR), unless expressly and formally permitted by the holder of the restriction.

Accuracy

To avoid Misinformation the accuracy of everything which is put forward as being factual must be confirmed prior to using it.

Appropriateness

You must ensure that all content is both ethically and legally acceptable, and aligned to Girlguiding values, and that no Illegal Imagery or Inappropriate Imagery is used.

Unconscious bias and discrimination

By using GenAI material you must be mindful of potentially in-built and hidden bias and discrimination, and review all content to ensure it is in line with the Girlguiding values and Equality and Diversity policy.

Being transparent on usage

If you are using photo-realistic visual content to produce an emotional response or as encouragement to carry out an action you must make it clearly visible on the content how GenAI has been used.

For all other GenAI content wherever reasonably acceptable it will be made known to the people using or seeing it how GenAI has been used.

3. How we put this policy into action

Girlguiding will:

- monitor and maintain the list of Approved AI Technologies and Tools.
- support our GenAI users through training and other upskilling, education and communications.
- monitor adherence to GenAI Policy and usage guidelines.

Related Girlguiding UK policies, procedures and information
• IT Acceptable Use policy • Code of Conduct • Digital Safeguarding policy • Disciplinary procedure • Data breach procedure • Environmental Sustainability Policy • Equality and diversity policy • Managing Information policy • Privacy notice • Volunteer Code of Conduct