Ethical use of AI

AI is built into many systems that we use at WCK. Examples of AI include:

- Autocorrect and online tools to check language and grammar
- Language translation tools
- Google Maps
- Social media algorithms
- Search engines
- Spam filters
- E-payments

AI can speed up many tasks by replacing human effort with computer-generated solutions. However, there are risks with its use and its potential for it to impact people without us meaning it to.

This policy describes why WCK uses AI, where we choose not to use it, and why.

Why WCK uses AI

We use AI to:
- Make our information more accessible to people
- Get more of the basic tasks done quicker
- Make faster, more informed decisions
- Reduce human error
- Free up time for people to focus on higher level tasks
- Create things (like database systems and website plugins) to solve problems and improve service delivery
- Provide templates and structures for writing

Where WCK doesn't use AI

- To replace important person-to-person connection and human empathy in interactions
- Where the datasets are known to contain biases, so its outputs favour some people and discriminate against others
- To churn out generic writing that loses WCK's unique voice, identity, and personality
- To replace families' lived experiences and journeys as the starting point for, and core of, our messaging
- Where the technology puts people's privacy at risk

- Where the tools are known to have collected people's personal data without their knowledge or consent
- To share information that is known to be inaccurate or out of date
- To share content that has been plagiarised

How WCK oversees the use of AI

Questions that we ask when considering technology that uses AI:

- Does it protect people's privacy?
- Is it accurate to the best of our knowledge? Have I done a full fact check?
- Is the software reputable?
- Could this exclude someone?
- Can I monitor this tool often enough to make sure it's working as it should?

How this looks in our work

When families reach out to WCK through email, phone calls, texts, and online messaging, they will speak to a real member of the team, not a "bot." The exception is when automated responses are set up, for example to let them know a form has safely been received or a staff member is out of office until a certain date. When this happens, WCK promises to follow up appropriately.

When it comes to sharing stories, testimonials, and messages to inspire, we believe that being authentic and human is more important than saving time. Reflecting families' true lived experiences and the real impacts of our programs are what matters most. For this reason, we do not use AI to write the content for:

- Blogs
- Impact stories
- Testimonials from stakeholders
- Person- and family-focused content

Reviewed: February 2024

Reference: https://www.techtarget.com/searchenterpriseai/tip/Generative-AI-ethics-8-biggest-concerns

Important points to hit:
Transparency
Bias mitigation
Prioritizing privacy
Risk assessment

Accountability
Continuous monitoring