Guidance to staff on the use of Generative AI (GenAI)

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1. Introduction

1.1. This document serves as a framework for all University staff on the responsible, ethical, and compliant use of Generative Artificial Intelligence (GenAI).

1.2. The University supports the use of GenAI for business and academic purposes, embracing the opportunities, efficiencies, and innovations it brings. However, the University also recognises the regulatory, ethical, and privacy risks associated with GenAI.

1.3. Staff are encouraged to explore and understand the benefits of GenAI, while adhering to the core principles of responsible use outlined in this framework.

1.4. The primary goal of this framework is to foster a positive and informed environment for engaging with this technology, ensuring that the adoption of GenAI aligns with the core values and legal obligations of GCU.

1.5. The University recommends and supports the use of the GenAI tool Microsoft 365 Copilot. Staff must be logged into Microsoft 365 Copilot with their University credentials to enable enhanced data security and privacy assurances.

1.6. Further guidance supporting the practical use of GenAI in both learning and teaching, and research will be developed and made available in the coming months.

2. GCU principles for the responsible use of GenAI

2.1. GCU believes that GenAI should be viewed as a tool to augment human capabilities and enhance efficiency, rather than a replacement for professional judgement, critical thinking, and human decision making. Recognising the opportunities and challenges that developments in GenAI present, GCU's position on the use of GenAI will be guided by our core values:

2.1.1. **Integrity:** Staff should uphold the highest standards of honesty and ethical conduct in all interactions with GenAI tools. This includes ensuring the accuracy and appropriateness of any GenAI content used by staff.

2.1.2. **Creativity:** The University will support staff to develop the necessary skills and knowledge to use GenAI effectively and ethically, and to stay informed about the evolving capabilities and limitations of GenAI.

2.1.3. **Responsibility:** Staff are responsible for their use of GenAI tools, and the outputs generated. The use of GenAI tools must comply with all relevant

guidelines and policies and respect data privacy, intellectual property rights, and information security.

2.1.4. **Confidence:** Staff should be transparent about when and how they have used GenAI in their work. Staff should maintain a critical perspective on the outputs generated by GenAI tools, verifying their accuracy, appropriateness, and potential for bias before using them.

3. Microsoft 365 Copilot

3.1. The University is committed to providing staff with access to safe and reliable GenAI tools that support working while ensuring data security and data protection compliance.

3.2. The University recommends and supports the use of Microsoft 365 Copilot as the GenAI tool for working with any personal or business data for tasks such as answering queries, enhancing productivity, creating content, or analysing information.

3.3. Staff must always access Microsoft 365 Copilot using their University provided credentials to ensure data protection and access to enterprise-level data security.

3.4. Microsoft 365 Copilot must not be used for working with highly confidential data, as defined by the University's Information Classification and Handling Policy.

3.5. To access Microsoft 365 Copilot, staff should log into Office 365.

4. Other publicly available GenAI tools

4.1. For all other publicly available GenAI tools, staff are reminded that they should exercise caution and be aware that information entered into these tools may be stored, used for training, or shared online, potentially breaching data protection legislation.

4.2. Publicly available GenAI tools may only be used for working with publicly available data and staff must adhere to all University policies regarding data protection, intellectual property, and copyright.

5. Data protection and security

5.1. All staff use of GenAI tools must comply with the University's obligations under the UK General Data Protection Regulations and the Data Protection Act 2018.

5.2. All GenAI tools must be used in accordance with the University's Data Protection & Privacy Policy and Data Security Policy.
5.3. Do not input University data, personal data, or sensitive/confidential data into publicly available GenAI tools.
5.4. Be aware that all data entered into publicly available GenAI tools may be stored, used for training, or shared with third parties.

6. Intellectual property and copyright

6.1. Do not input University intellectual property into publicly available GenAI tools.
6.2. Do not input copyrighted material into publicly available GenAI tools without the necessary permissions or licenses.
6.3. Be aware that the copyright of GenAI content may be unclear or may reside with the service provider.

7. Transparency and integrity

7.1. Always verify the accuracy and appropriateness of any GenAI content.
7.2. Be aware that AI models can perpetuate biases present in their training data, leading to unfair or discriminatory outputs.
7.3. Do not rely solely on GenAI outputs for decisions impacting individuals or groups.
7.4. Always clearly indicate when and how GenAI content has been used in the development of teaching materials, research outputs, or administrative communications, similar to the practice of citing sources.
7.5. The University does not currently advocate the use of checking tools to detect students' use of AI and staff should follow the Code of Student Conduct where AI misuse is suspected.
7.6. Be aware that many GenAI tools have age and consent restrictions that apply to any users under 18.
7.7. All use of GenAI in assessments must comply with the Code of Student Conduct.
7.8. Be aware of guidelines about the use of GenAI from research funders, conference organisers, publishers, and GCU when conducting research or presenting work.

8. Responsible experimentation

8.1. Staff are encouraged to explore and experiment with GenAI tools to understand their potential and limitations.

8.2. When experimenting with GenAI tools, do so in a manner that complies with data protection laws, intellectual property rights, information security, and academic integrity as outlined in this framework.
8.3. Always follow the University's procedures for Working with Cloud Service Providers and Other Third Parties and Data Protection & Privacy Policy before signing up for any free trials or purchasing any GenAI tools.

9. Framework review and update

9.1. Recognising the dynamic nature of GenAI and the evolving legal and ethical landscape, this document will be regularly reviewed and updated.
9.2. We welcome feedback from staff. Please contact the IT Helpdesk with any comments on your experiences with GenAI or suggestions for improving this framework.
9.3. Staff should report any concerns about GenAI misuse or unethical application promptly to their line manager or the IT Helpdesk.
9.4. The authors of this document acknowledge the use of https://gemini.google/deep-research to generate information for background research and as an information source to generate materials that were included in the final document, and the use of https://copilot.microsoft.com to identify improvements in the writing style.