Usel Generative AI Usage Policy

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DOCUMENT INFORMATION

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Contents

1 INTRODUCTION

1.1 AIM

The aim of this policy is to ensure a consistent approach to the use of Generative AI across Usel.

2 STRATEGIC CONTEXT

The National AI Strategy, published in September 2021 stated that *'the UK has an opportunity over the next ten years to position itself as the best place to live and work with AI; with clear rules, applied ethical principles and a pro-innovation regulatory environment. With the right ingredients in place, we will be both a genuine innovation powerhouse and the most supportive business environment in the world, where we cooperate on using AI for good, advocate for international standards that reflect our values, and defend against the malign use of AI'*.

Effective, pro-innovation governance of AI means that:

(i) the UK has a clear, proportionate and effective framework for regulating AI that supports innovation while addressing actual risks and harms,

(ii) UK regulators have the flexibility and capabilities to respond effectively to the challenges of AI,

(iii) organisations can confidently innovate and adopt AI technologies with the right tools and infrastructure to address AI risks and harms.

The strategy highlighted that the UK public sector will lead the way by setting an example for the safe and ethical deployment of AI through how it governs its own use of the technology.

3 GENERATIVE AI

3.1 GENERATIVE AI

Generative AI is a broad label used to describe any type of artificial intelligence (AI) that can be used to create new text, images, video, audio, or code. Large Language Models (LLMs) are part of this category of AI and produce text outputs.

ChatGPT is an example of a Generative AI language model. ChatGPT was developed by OpenAI, based on the GPT (Generative Pre-trained Transformer) architecture. ChatGPT is trained on a massive dataset of text from the internet, including books, articles, and websites, and it uses deep learning techniques to generate responses that are contextually relevant and grammatically correct.

It can be used for a variety of natural language processing tasks, such as language translation, summarisation, and conversation generation.

3.2 ETHICAL IMPLICATIONS

With all AI technologies, there are concerns about the ethical implications of AI use, particularly in areas such as bias, privacy, and the potential for misuse. As such, responsible use of AI, along with appropriate regulation and oversight, is essential to ensure that it is used for good and benefits society as a whole.

3.3 BENEFITS

USEL recognises the potential benefits of using artificial intelligence (AI) to improve efficiency and productivity in the workplace. However, we also acknowledge the importance of using AI responsibly and ethically, particularly when it comes to generating content.

4 USE OF GENERATIVE AI WITHIN USEL

USEL is committed to identifying and capturing opportunities arising from emerging technologies. Business areas can research and find out more about Generative AI technologies, expand their understanding of how they can be used, how they work, and ensure they are used in a safe and ethical manner. For all new technologies, it is important to be both aware of risks, but alive to the opportunities they offer.

Aligning with the wider UK approach, but acknowledging the current absence of a fully developed Regulatory Framework, USEL staff wishing to utilise the technology must;

- Receive approval (Senior Management) for the specific use case(s) in which they intend to use AI;
- Engage with the IT Manager and provide the Department Senior Manager with written assurance that a security assessment has been carried out and the Generative AI Model aligns with the principles detailed within the AI Cyber Security Code of Practice, NCSC guidance 'Principles for the security of machine learning', 'securing your infrastructure' and 'data supply chains' that there is no risk to USEL;
- Engage with the DPO to ensure a full understanding of the terms of use and privacy notice of the Generative AI Model they intend to use. Consider a Data Protection Impact Assessment to ensure compliance with UK Data Protection legislation and that there is low/no risk to personal data.
- Receive approval from the Usel Senior Management for the specific use case(s) in which they intend to use AI;
- Adhere to the guidance on 'The use of Generative AI in the USEL – Guidance Paper'

- Provide assurance to, the DPO and IT Manager and Usel Senior Management during and on completion of the Generative AI usage that all data, privacy, information, security and ethical regulations / standards have been adhered to.

Guidelines for Using ChatGPT, Microsoft Copilot, and Other AI Tools

Employees are prohibited from entering confidential, personal, or internal company information into public AI tools, including but not limited to ChatGPT and Microsoft Copilot. These tools may only be used for approved, general-purpose tasks in alignment with company data protection and cybersecurity standards. Use of AI outputs must be reviewed by the employee for accuracy and appropriateness before application."

1. **Do Not Input Confidential or Sensitive Information**

- You must not enter any of the following into ChatGPT or Copilot (in any Microsoft 365 app):
- Personal data (e.g., names, emails, identification numbers i.e. National Insurance Number).
- Client, partner, or vendor information.
- Proprietary business data (e.g., Company Name, Usel, financials, product strategies, legal documents).
- Internal documents, reports, or slide decks not publicly available.
- Credentials (e.g., passwords, tokens, keys).
- Regulated data (e.g., GDPR-protected information, PHI- Private Health Information, PCI – Payment Card Information).
- Proof Reading – Inaccuracies can occur when using AI. Always proofread the information and avoid copying and pasting without first checking its accuracy.

2. **Permitted Use Cases**

- You may use ChatGPT or Copilot for general, non-sensitive tasks such as:
- Drafting emails, proposals, or summaries using public information only.
- Writing code or formulas (without copying internal or client data).
- Rewriting text for tone, clarity, or style.
- Brainstorming ideas, generating outlines, or enhancing productivity.

Always keep the context general and remove any identifying or restricted details before input.

And remember AI may produce:

- Incorrect, misleading, biased, offensive, or legally problematic responses.

5 APPENDIX 1 - GLOSSARY

AI	Artificial Intelligence
DPO	Data Protection Officer
LLM	Large Language Models
NCSC	National Cyber Security Centre

6 APPENDIX 2 – USEFUL LINKS

AI regulation: a pro-innovation approach - GOV.UK (www.gov.uk)

National AI Strategy - GOV.UK (www.gov.uk)

Principles for the security of machine learning - NCSC.GOV.UK

Secure your infrastructure - NCSC.GOV.UK

Supply chain security guidance - NCSC.GOV.UK