

Purpose

This policy outlines Shetland Arts' approach to the responsible, ethical, and creative use of Artificial Intelligence (AI) across its operations, communications, and artistic programmes. It ensures AI is used in ways that align with Shetland Arts' values of integrity, inclusivity, creativity, and community impact.

Scope

This policy applies to all Shetland Arts employees, trustees, volunteers, and contractors who use AI tools or engage in projects that incorporate AI technologies. It covers both internal operational use and public-facing or creative applications.

Definition of AI

For the purpose of this policy, Artificial Intelligence (AI) refers to systems and tools that can generate content, analyse data, or make predictions and recommendations based on patterns, including but not limited to:

- Generative AI platforms (e.g. ChatGPT, Copilot, Claude, DALL-E)
- Machine learning or data analytics tools
- AI-assisted creative software and media tools
- Automated decision-making or content creation systems

Appropriate Use of AI

AI tools may be used to support Shetland Arts' work in the following areas:

- Drafting and editing internal documents, reports, and communications
- Research and data analysis for strategic or creative projects
- Generating or supporting creative content where explicitly approved
- Administrative support tasks such as summarising, scheduling, or transcription
- Marketing and communications content development (subject to review)
- Audience development, access improvement, and impact evaluation

All AI-generated outputs must be reviewed and approved by a staff member with appropriate knowledge prior to publication or use.

All other relevant policies apply to any AI-generated outputs and the staff member responsible for publication or use will be responsible for the content.

Prohibited Use of AI

AI tools must not be used to:

- Process or input personal data into public AI systems
- Make final decisions relating to recruitment, performance, or disciplinary actions
- Produce or distribute discriminatory, harmful, or misleading content
- Generate or edit material that infringes on copyright or intellectual property rights
- Replace human judgement in curatorial, educational, or safeguarding decisions
- Represent Shetland Arts publicly without appropriate oversight or authorisation

Data Protection and Ethics

- Do not upload or share confidential information with AI platforms unless approved by the Leadership Team.
- Ensure compliance with UK GDPR and Shetland Arts' Data Protection Policy.
- Disclose when AI tools have contributed significantly to external-facing content or creative works.
- Maintain transparency and accuracy when using AI in communications or programming.

Creative and Public-Facing Use of AI

Shetland Arts supports the innovative use of AI in the arts where it enhances creativity, access, and community engagement. Any use of AI in programming, exhibitions, or performances must:

- Credit AI involvement transparently in public materials
- Ensure the human artist or curator remains the primary creative agent
- Avoid the use of datasets or tools that exploit artists' work without consent
- Uphold Shetland Arts' values of equity, inclusion, and respect for intellectual property

Proposals to use AI in creative work should be discussed with the Director of Creativity and Impact prior to approval.

Oversight and Approval

- Staff must seek line manager approval before adopting new AI tools for regular use.
- Shetland Arts' Support Manager will maintain a register of approved AI tools.
- All AI-related incidents or concerns should be reported to management immediately.

Compliance and Monitoring

Shetland Arts may monitor AI use to ensure compliance with this policy. Breaches may result in disciplinary action in line with organisational procedures. Regular reviews will be undertaken to ensure continued alignment with evolving technology, law, and best practice.

Policy Review

This policy will be reviewed regularly and updated as necessary to reflect developments in AI technology and relevant legislation.