

## OPEN LETTER TO UK POLITICAL PARTIES

In a year where globally more voters will head to the polls than ever before, democracy is facing a new and largely untested threat - that of AI-generated content.

While there are significant opportunities to harness AI technologies for the benefit of humanity, including for democracy, they also pose major risks to our electoral processes, particularly in voter access to accurate information. The ease with which deepfakes can now be produced could further undermine trust in our democratic processes.

Political parties are by no means powerless on this issue and can play a role in protecting election integrity in the run up to the UK election. **Therefore, we are calling on all UK political parties to make an agreement committing to four steps which can help protect the UK election:**

1. Not using generative AI tools to produce materially misleading audio or visual content that might convince voters into believing something is true when it is not;
2. Clearly labelling where generative AI is used to produce audio or visual content in a non-trivial way;
3. Not amplifying materially misleading AI-generated content and, where appropriate and a significant risk, to be a responsible actor in calling this out in such a way that does not contribute toward further amplifying this content;
4. Ensuring that party staff, members, volunteers and supporters are given clear guidelines for the use of generative AI in election campaigning.

We believe UK political parties can show global leadership on this issue, helping to establish good norms around the use of emerging technologies and ultimately protecting democracy in this critical year. If they do not, they risk further diminishing public trust in our political process.

Please see the text of the cross-party agreement below:

### *Signed:*

- **Polly Curtis**, Chief Executive, Demos
- **Sam Gregory**, Executive Director, WITNESS
- **Jeffrey Howard**, Associate Professor and Director, UCL Digital Speech Lab
- **Darren Hughes**, Chief Executive, Electoral Reform Society
- **Martin Lewis**, Founder and Chair of Money Saving Expert and the Money and Mental Policy Institute (MMHPI)
- **Chris Morris**, Chief Executive, Full Fact
- **Gina Neff**, Executive Director, Minderoo Centre for Technology and Democracy at Cambridge University
- **Rashik Parmer MBE FBCS**, Group CEO, BCS, The Chartered Institute for IT
- **Jimmy Wales**, Founder, Wikipedia

## Full Cross-Party Agreement

Voters should have access to accurate information in order to make informed decisions at elections. The use of generative AI in campaigning brings new potential for political parties in communicating with voters. However, this is a complex and evolving issue which will require governments, political leaders, tech companies and civil society organisations to come together to devise systemic solutions to the emerging risks.

In the immediate run up to the UK election, being clear about the use of synthetic content, and considered about the amplification of it, will be critical in building electoral trust and transparency and in protecting election integrity. This cross-party agreement aims to bring parties together across political lines to help achieve this.

In an era of diminished trust in politics, this is an area where UK political parties can demonstrate collaborative political leadership and model best practice. This may go some way in building trust with the UK public and garnering respect on the international stage.

### We commit:

1. To not use generative AI tools to produce materially misleading content; that is content that may confuse citizens into believing something is real when it is not.
2. To clearly label if generative AI is used in a non-trivial way\*, for example to claim that individuals had said something they hadn't, to change the location of a real event, or depict images that didn't happen, including for the creation of satirical content, with the disclosure being located where it is likely to be noticed by the receiver.
3. To not amplify materially misleading synthetic content, including from third parties, and where appropriate and a significant risk, to be a responsible actor in calling this out in such a way that does not contribute toward further amplifying this content.
4. To ensure that party staff, members, campaigners and supporters are all given clear guidelines for the transparent use of generative AI and synthetic content in election campaigning. These guidelines will be made public.

*\* Trivial altering of content is content that is altered or generated in such a way that is inconsequential to the viewer's perception of it. This is exempt from disclosure under this commitment. This may include edits that do not materially change the implied context or content of an event.*

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