

# AN AI FRAMEWORK FOR MEDIAHUIS

## INTRODUCTION

Welcome to Mediahuis' Framework for AI. We made this framework because Artificial Intelligence, or AI, is becoming more powerful and accessible than ever before. It covers all uses of AI, but it focuses on a specific type called generative AI. This type of AI can create things like pictures, videos, and stories that look like they were made by humans, but were actually created by a computer.

As a media organization, we know that using AI can bring big benefits to our products and services. It can help us personalize content, optimize distribution, and engage with our audiences. However, using AI can also have risks if not used responsibly. It could spread misinformation, perpetuate bias, or infringe on people's privacy and security. That's why we made this framework - to make sure we use AI in a way that is ethical, transparent, and aligned with our values.

This framework was made with input from our newsroom, product, and data leadership. It gives guidance on how to use AI responsibly and ethically in our products, newsroom systems, and editorial output. It's meant to be a reference document for day-to-day decisions and complements our existing editorial standards and policies. Although it's mainly for our newsrooms, data, and product teams, its use is not necessarily limited to these domains.

We know that AI is a rapidly evolving field and that ethical considerations are constantly changing. That's why we promise to review and update these guidelines regularly. We have set up a Mediahuis-wide group of experts across newsrooms, data and product to help us do so.

We encourage everyone in Mediahuis to embrace these guidelines and help us to work responsible with AI.

## **GUIDELINES**

### **Augment, Not Replace**

- We carefully consider AI's role in the creative process. AI should enhance journalism and support newsroom personnel.
- By utilizing AI to automate time-consuming tasks, the newsroom should be able to focus on areas where expertise and critical judgment truly matter.
- Ultimately we seek to enhance the overall quality of our journalism for the audience.

### **Transparency Above All**

- We always disclose when AI is used to create or modify content (e.g. summaries) or alter reader experience (e.g. personalization), using disclaimers, labels, or watermarks as needed.
- We publish our guidelines on how we use AI and are transparent about how we apply AI in our tools, products, and journalistic output.
- We encourage readers to give feedback on AI applications and allow them to review their personal data that we use in our AI decisions.

### **Human in the Loop**

- We do not publish AI-generated or modified content without a 'human in the loop' in the course of the publishing process. Ultimately, the editor-in-chief remains responsible for all content, including content that is generated or automated with the help of AI tools.
- The editor-in-chief oversees the application and implementation of AI technologies in the newsroom in order to ensure it adheres to existing journalism codes and legal/ethical standards.
- For every AI-related newsroom process there should be a designated key contact: In the newsroom to answer any editorial or ethical questions, and at TPS to monitor and ensure AI systems work correctly and in line with laws and regulations.

### **Be Fair & Without Bias**

- We are vigilant about potential biases in AI systems discriminating against groups of people based on race, gender, ethnicity, religion, age, or otherwise.
- We acknowledge that current AI tools may be prone to error and bias and consider this when we seek to develop proprietary AI models and tools.
- We ensure a balance of journalistic, commercial, and audience value objectives in the application of AI. Personalization should provide extra value without leading to filter bubbles or inaccessible content. Organizing news and providing hierarchy and overview are fundamental tasks of good journalism.

### **Trust is Key**

- Being a trusted source will be even more crucial to the societal role and task of news media, especially in a world where false news and fake images are easily created and spread. We should follow and reinforce the rules for verifying sources to prevent the unintentional distribution of harmful AI-generated content.
- We also see it as our mission to instill a healthy sense of critical skepticism in our readers and provide them with tools and knowledge to assess trustworthiness.

- We respect copyright, particularly when AI elaborates on or imitates a recognizable style, content, approach or imagery from human creators.

### Privacy & Security as Priority

- When using AI applications, we prioritize data privacy and security. We collect only necessary data, adhere to privacy laws, and where required obtain user consent before using personal information.
- We regularly check data for accuracy and biases, and securely store and delete it when required. By complying with relevant laws and regulations, we protect personal data from unauthorized access and have a process in place to address any data breaches or security incidents.
- We clearly explain how we use personal data in AI applications and empower users to control their information, including accessing, modifying, or deleting their data.

### AI Training & Skills

- We have clear lines of accountability for developing, deploying, and using AI in our products and services.
- We make sure people responsible for AI decisions are properly trained and qualified.
- We invest in awareness and communication in the newsrooms so our journalists are informed of and trained in acceptable AI content practices.

## FINAL NOTE

These guidelines are not exhaustive and may be revised or updated as the field of AI ethics evolves. However, we believe that following these guidelines will help ensure that our use of AI is responsible, ethical, and aligned with our values and mission.

If you have any questions about these guidelines or principles please reach out to your Editor-in-Chief or to:

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Thank you for committing to ethical AI practices and for helping create a better future for all.