

Age UK Stockport Privacy ARTIFICIAL INTELLIGENCE ETHICAL STATEMENT

At Age UK Stockport, we recognise that Artificial Intelligence (AI) can support more efficient working, better use of resources, and improved services. We also recognise that AI carries ethical, legal, and social risks, particularly when working with older people and sensitive information.

Our approach to AI is grounded in care, responsibility, and human judgement. AI is used only where it supports our mission and values, and never at the expense of people's dignity, rights, or safety.

1. Human responsibility and accountability

AI supports our work, but it does not replace human decision-making. All outputs generated by AI are reviewed by staff, and responsibility for decisions, communications, and actions always remains with people, not technology. Using AI does not remove professional accountability.

2. Protecting people and their data

We place the highest importance on privacy and data protection. We do not input personal, sensitive, or confidential information about clients, staff, volunteers, donors, or partners into AI systems. We recognise that once information is shared with AI tools, control over that data may be lost, and we act accordingly to prevent harm.

3. Fairness, dignity, and inclusion

AI must never be used in ways that discriminate against individuals or groups, reinforce stereotypes, or undermine fairness. We do not use AI to make decisions about individuals, including recruitment, performance, care, or access to services. Where AI is used to generate content, it is carefully reviewed to ensure it reflects respect for older people and aligns with our values.

4. Transparency and openness

We are open about how and why AI is used within our organisation. Where AI tools are used in meetings or content creation, people are informed, and consent is sought where appropriate. We encourage staff, volunteers, and partners to question AI outputs and raise concerns if something does not feel right.

5. Accuracy, reliability, and safety

We recognise that AI can produce incorrect, misleading, biased, or inappropriate content. All AI-generated material is checked for accuracy, relevance, and tone

before use or sharing. We do not rely on AI for legal, medical, safeguarding, or other high-risk advice without appropriate expert human oversight.

6. Ethical and lawful use

We are committed to using AI in ways that respect the law, including data protection, copyright, and equality legislation. We do not use AI for fraud, misinformation, manipulation, or any activity that could harm individuals, communities, or public trust. Any misuse of AI, whether intentional or accidental, is taken seriously and reported appropriately.

7. Proportionate and purposeful use

We use AI thoughtfully and only where it genuinely adds value. Our approach aligns with Charity Commission guidance. For work requiring empathy, judgement, or nuanced understanding of people's needs, human expertise remains essential. AI is a tool to assist our work — not to replace the relationships and care at the heart of what we do.

8. Internal Guidance and Review

We provide an internal policy and guidance so staff can use AI tools effectively and adapt as roles and tools evolve. We regularly review our AI use against ethical standards, regulatory guidance, and our values.

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