

## AI Principles in RTÉ

The EU Artificial Intelligence (AI) Act has been endorsed by all EU member states. The obligations under the Act will be phased in gradually with the key obligations in place within 24 months. The AI Act will introduce a risk-based classification where the level of AI regulatory scrutiny corresponds to the level of risk posed by an AI system. RTÉ needs to ensure compliance with the new and emerging regulatory framework (including accountability and human oversight).

Here are key principles RTÉ will adhere to as we formally embrace the use of AI:

**Transparency:** RTÉ must be open about using AI by disclosing AI use in content and services and being clear with audiences and users when interacting with AI applications and where generative AI has been used to create content. We are in the process of updating privacy notices, terms, and conditions to reflect AI use and including references to AI in editorial and technology policies.

**Risk Management:** RTÉ adopts a responsible iterative approach to AI risk management, to minimise risks and possible consequences. We will regularly assess decisions made by algorithms, monitor for and correct biases and engage with responsible partners.

**Governance & Oversight:** It is important that the appropriate personnel are involved in all key discussions and decisions and that controls are established to allow people to view, explore, and adjust the behaviour of AI systems. A digital ethics advisory board made up of legal, technology, content, operations, and marketing personnel will be established to help project teams to manage ethical issues. The Leadership Team and the Board of RTÉ should also have oversight of these issues and key decisions.

**Data Security & Privacy:** In line with RTÉ's privacy policy, we are responsible for and transparent with people's data, clearly articulating how we use it and ensuring it is handled securely. We apply privacy by design principles to AI initiatives, and data protection impact assessments will be built directly into any AI project lifecycle, as appropriate. Caution is required when using public versions of Large Language Model (LLM) tools, with a restriction on uploading confidential data and safeguards adopted before uploading any personal data.

**Editorial Values:** RTÉ takes appropriate steps to protect our audience. In the case of AI this means ensuring that it is used in a manner which is consistent with RTÉ's statutory obligations and editorial values, notably, fairness, impartiality, objectivity and accuracy. AI can be an aid to our journalism, but nothing is more important than upholding the highest standards of journalism and maintaining the trust of our readers, listeners, viewers and followers. Editorial decisions must

always be made by journalists and editors and underpinned by RTÉ's Journalism and Content Guidelines.

**Innovation and Creativity:** RTÉ values human creativity over AI generated content and recognises AI tools can be used to assist with the creative process. Editorial decisions will always be human and journalistic guidelines will always be adhered to.

**Copyright:** We will take the necessary steps to protect our copyright or anyone using our content or content created for us, protecting unauthorised use of our content or copyrighted material. We do not believe that “scraping” of RTÉ content without RTÉ's permission to train AI models is in the public interest. We have taken steps to prevent web crawlers from accessing RTÉ content.

**July 2024**