

## WACC POLICY

# ARTIFICIAL INTELLIGENCE

*Approved by the Board of Directors*

*February 2026*

## Responsible Use of Artificial Intelligence

### Background

While AI applications are improving rapidly, their limitations as effective tools, as well as the social, economic, and political implications behind the technology, require informed and responsible use.

Limitations include:

- Perpetuation of gender, racial, and cultural biases and stereotypes
- Inaccurate output, including so-called “hallucinations” – completely made-up or factually incorrect content
- Use of material under copyright leading to inadvertent plagiarism
- Flawed reasoning (arithmetic, cause and effect)
- Censorship of data and intentional misrepresentation of results
- Lack of platform accountability and/or redress

AI applications can also be intentionally misused to:

- Create and disseminate deepfakes and other forms of impersonation and disinformation
- Access and collate private data
- Plagiarize the work of others, whether formally copyrighted or not
- Conduct covert surveillance of private lives

Larger ethical and justice concerns include the concentration of immense power and wealth in a few technological companies and the environmental impact of digital technologies, from extractive industries to energy and water-intensive data centres. The speed of unregulated development without responsible oversight remains a critical concern. Artificial intelligence is also being developed and integrated in systems far beyond communication, including health, economics, human resources, military and more, and its far wider impact – both positively and negatively – must not be ignored when considering the specific applications WACC staff will use and the rights and justice issues WACC stands for.

### WACC Principles in the use of artificial intelligence

WACC believes that a rights-based approach should be taken to the development, deployment, and oversight of all digital technologies, including Artificial Intelligence, Artificial General Intelligence, and Quantum Intelligence.

[WACC's existing principles](#) apply to artificial intelligence as they apply to all other means of communication:

All means of communication should be seen ultimately as a spiritual exercise to create meaning in common and enhance our shared human identity.

## **WACC Artificial Intelligence**

Communication, including that which uses AI applications, should

- build and shape community
- enhance participation
- celebrate cultural diversity
- build connectedness
- affirm justice and challenge injustice
- embody communication rights, and communication for all

More specifically, the non-negotiable principles in relation to AI are that people and communities should be able to:

- Exercise their rights and participate in actions and decisions that affect them.
- Access timely and effective information and support in accordance with their specific needs and priorities.
- Access information and support that does not cause harm to people or the environment.
- Safely report concerns and complaints and get them addressed.
- Rely on digital resources that are managed ethically and responsibly.

### **Guidelines for WACC Staff**

WACC recognizes that AI applications, including those embedded in existing software, offer helpful tools in conducting WACC's work, including translation, proofing, note taking, transcription, brainstorming, and more.

As a general rule to ensure data security, staff should not enter information into an AI tool – especially in relation to sensitive issues such as personal and financial data – that they would not share with a stranger in the street. The only exception to this guideline is in a tool approved by the WACC General Secretary for specific use.

As with other software, the WACC General Secretary may determine if subscribing as an organization to a specific application is beneficial for staff's regular work. In general, however, the expectation is that staff will use the AI tools available in existing WACC-related software, or personally subscribe to a specific application they find useful for WACC and personal matters. The use of paid subscriptions and the protection they offer for privacy and data security is preferable to using freely available applications.

Staff have a duty to educate themselves on effective and appropriate use of AI applications; opportunities to share experiences, resources, and best practices will be provided at staff meetings. Staff using any AI applications for WACC purposes must follow the following guidelines:

1. Staff must review all AI-generated content before being published or disseminated. The person who initiated the content is responsible for the content.
2. Staff are responsible to ensure that all content is accurate, keeping in mind that AI can make up quotes, "facts", figures, and references.
3. Staff should be transparent about the use of AI when sharing content with colleagues so that they know the source.
4. Acknowledge use of AI if it impacts potential credit for original content.

## **WACC Artificial Intelligence**

WACC will require potential authors to declare the use of AI. Using a specific AI tool to generate significant content (e.g. in WACC publications) should be referenced within the article or publication.

WACC will not use AI-generated images or audio (i.e. photos, graphics/illustrations, and video) in a way that risks compromising the dignity, self-identity or authenticity of subjects, a story, or the WACC's mission and reputation.

Where AI applications are used in meetings for note taking, recording, or other tasks, participants should be notified and consent received.

WACC encourages its directors and regional associations to reflect on these guidelines and implement them as appropriate in their own work.

To be reviewed annually