Mediahuis AI guidelines

AI can help us create engaging content and share effectively. But we must use it responsibly to avoid spreading fake news, being unfair, or invading privacy. These guidelines help us use AI ethically, transparently, and in line with our values.

We'll regularly update these guidelines as AI evolves. Together, let's work responsibly with AI!

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Mediahuis AI guidelines

Augment, not replace

- AI should enhance journalism and support our work.
- AI can handle time-consuming tasks, so you can focus on important things.
- Our goal is to enhance the quality of our journalism for our audience.

Transparency above all

- Always state when AI is used to create or modify content.
- Publish AI guidelines and be transparent about how we use AI.
- Encourage readers to give feedback and let them review their data.

Human in the loop

- Don't publish AI-made content without a person checking the content or process.
- The editor-in-chief ensures AI technologies comply with journalistic codes and standards.
- Designate a key contact for AI-related questions and monitoring in the newsroom.

Be fair & without bias

- Watch out for biases in AI systems and work to address them.
- Carefully balance journalistic, commercial, and audience objectives when using AI.

Trust is key

- Remain trusted sources by verifying facts and avoiding harmful AI-generated content.
- Help our readers to assess what and who to trust.
- Respect copyrights, especially when AI imitates a recognizable style or content.

Privacy & security as priority

- Prioritize data privacy and security when using AI applications.
- Comply with privacy laws and where required obtain user consent before using personal info.
- Explain how personal data is used in AI applications and empower readers to control it.

AI training & skills

- Establish clear lines of accountability for AI development and use.
- Train and qualify those responsible for AI decisions.
- Invest in newsroom awareness and communication about acceptable AI practices.

Questions?

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