



Artificial Intelligence (AI) Policy

Ethical use of AI tools

Assisting Parents with Children Affected by Mental Health
Registered Charity Number 1186256

Version	1.0
Adopted	March 2026
Approved by	The Board of Trustees, signed on its behalf by Lauren Ridley, Chair of Trustees
Policy owner	CEO
Next review	March 2027, or sooner if legislation or guidance changes
Applies to	All trustees, staff, volunteers, placement students and contractors

At a Glance

Ethical use: APCAM will use AI tools ethically, responsibly and transparently, in ways that support our work and never put the children, young people and families we support at risk. Everything produced with the help of AI will be checked by the relevant team leader before it is used.

DO	DO NOT
• Use approved AI tools to support research, planning and drafting • Check every fact against an original, reliable source • Have all AI-assisted work checked by your team leader • Be open that AI has been used • Ask the CEO if you are unsure whether a use is allowed	• Enter names, case details or any personal data • Use AI to make safeguarding, clinical or recruitment decisions • Use AI to communicate with or support service users • Use AI note-takers in sessions or meetings with families • Use anything AI has produced without it being checked

Contents

1. Purpose
2. What Counts as AI
3. Our Ethical Principles
4. Acceptable Use
5. Checking by Team Leaders
6. Prohibited Use
7. Approved Tools and Accounts
8. Data Protection and Transparency
9. Children, Young People and AI
10. Roles and Responsibilities
11. Monitoring and Review
12. Related Policies and Legal Framework

1. Purpose

Artificial intelligence (AI) tools, such as chatbots and generative AI, can help a small charity like APCAM save time and make the most of its resources. They also bring risks, including inaccurate information, bias, and the loss of control over confidential information entered into them.

This policy sets out how APCAM will use AI ethically, so that it supports our work while protecting the children, young people and families we serve, our people and our reputation.

2. What Counts as AI

This policy covers any tool that uses AI to generate, summarise, analyse or transform content, including chatbots such as ChatGPT, Claude, Gemini and Copilot, AI search tools, AI features built into other software (such as email, word processing, design and video calling tools), AI transcription and note-taking tools, and AI image, video or voice generators.

3. Our Ethical Principles

APCAM's use of AI is guided by the following principles:

Principle	What it means at APCAM
People first	AI supports our work but never replaces human relationships, judgement or care. Our support for families is always delivered by people.
Privacy and confidentiality	Personal and confidential information is never entered into AI tools.
Human oversight	Everything produced with the help of AI is checked by the relevant team leader before it is used.
Accuracy	AI can be wrong. We verify facts, figures and references against reliable sources.
Fairness	We watch for bias in AI outputs, and make sure AI does not reinforce stereotypes or disadvantage any group.
Transparency	We are honest about when and how we use AI, including with funders where they ask.
Accountability	People, not AI, are responsible for APCAM's work and decisions.

4. Acceptable Use

Approved AI tools may be used to support APCAM's work, for example:

- researching publicly available information, such as funders, statistics, legislation, guidance and evidence;
- summarising long public documents;
- planning and organising work, such as outlines, timelines and checklists;

- helping to draft or improve general documents, such as funding applications, policies, newsletters, website content and social media posts, using no personal or confidential information;
- checking spelling, grammar, tone and readability, including producing plain English or easy read versions.

Always verify: AI can produce information that sounds convincing but is wrong or out of date, including invented facts, statistics and references. Every fact found or produced using AI must be checked against an original, reliable source.

5. Checking by Team Leaders

Mandatory: Everything produced with the help of AI must be checked and approved by the relevant team leader before it is used, shared, published or submitted.

The team leader will check that the content:

- is accurate, with facts, figures and references verified;
- contains no personal or confidential information;
- is fair, inclusive and free from bias or stereotypes;
- reflects APCAM's values, voice and the real experience of the families we support;
- meets the requirements of funders, regulators and the law, including any funder rules on the use of AI.

Area of work	Checked by
Clinical and therapeutic resources	Head of Clinical Service
Youth work and WeGame materials	Lead Youth Worker
Parent support resources	Head of Parent Services
Funding applications, policies, reports and communications	CEO
Work produced by the CEO	Chair of Trustees, or a trustee they nominate

The team leader remains responsible for the final content. AI-assisted work must never be used without this check.

6. Prohibited Use

AI tools must not be used:

- with any personal data about service users, staff, volunteers, trustees or supporters, including names, initials, dates of birth, schools, addresses or case details, even if you believe the information has been anonymised;
- with confidential APCAM information, such as unpublished finances, Board papers or HR matters;

- to write, summarise or analyse case notes, assessments, safeguarding records, EHCP contributions or reports about individuals;
- to make, or inform, any decision about a person, including safeguarding, clinical, therapeutic, recruitment or disciplinary decisions;
- to communicate with children, young people or families, or to provide any form of support, advice or therapy;
- to record, transcribe or take notes of counselling sessions, supervision, meetings with families or Board meetings;
- to create images, video or audio of any real person, including service users, staff or volunteers;
- to create stories, quotes or case studies presented as the real experience of a family or young person.

7. Approved Tools and Accounts

- Only AI tools approved by the CEO may be used for APCAM work. The CEO keeps a list of approved tools.
- Where possible, APCAM will use accounts set so that information entered is not used to train the AI model.
- AI features built into other software should be switched off where they could access personal or confidential information, unless the CEO has approved them.
- Staff must not use personal AI accounts for APCAM work.

8. Data Protection and Transparency

APCAM does not use AI to process personal data. Any proposal to change this would need a data protection impact assessment, a review of this policy, and approval by the Board of Trustees.

If anyone accidentally enters personal or confidential information into an AI tool, they must report it to the CEO immediately so it can be handled as a potential data breach under the Data Protection Policy.

APCAM will be open about its use of AI. Where a funder or partner asks whether AI has been used, we will answer honestly, and we will follow any funder guidance on the use of AI in applications.

9. Children, Young People and AI

Young people, including those attending WeGame, are increasingly using AI tools and may be exposed to risks such as AI companion apps, inaccurate advice about mental health, AI-generated images and deepfakes, including sexualised images created without consent. Staff will:

- be alert to these risks as part of online safety;
- help young people think critically about AI and where to find reliable support;
- report any concern, including AI-generated sexual images of a child, to the DSL under the Child Protection Policy.

10. Roles and Responsibilities

Who	Responsibilities
Board of Trustees	Set APCAM's approach to AI and approve any significant change in how AI is used.
CEO	Approves and keeps a list of AI tools, provides guidance and training, and handles any breaches.
Team leaders	Check and approve all AI-assisted work in their area before it is used.
Everyone	Use AI ethically and only as set out in this policy, verify information, have work checked, and ask if unsure.

Breaches of this policy will be treated seriously and may lead to disciplinary action.

11. Monitoring and Review

AI technology and regulation are changing quickly. The Board of Trustees will review this policy at least annually, and sooner if APCAM wishes to change how AI is used or if relevant law or guidance changes.

12. Related Policies and Legal Framework

12.1 Related APCAM policies

- Data Protection Policy 2026
- Confidentiality Policy 2026
- Safeguarding Policy 2026 (including WeGame)
- Child Protection Policy and Procedures 2026
- Social Media Policy 2026
- Equality, Diversity and Inclusion Policy 2026

12.2 Legislation and guidance

- APCAM Constitution (Foundation model CIO constitution, last amended 20 September 2019)
- UK GDPR and Data Protection Act 2018
- Data (Use and Access) Act 2025
- Equality Act 2010
- Online Safety Act 2023
- Copyright, Designs and Patents Act 1988
- ICO guidance on AI and data protection
- Charity Commission guidance on charities and AI

Approval

Approved by	The Board of Trustees, by resolution in line with clause 13 of the APCAM Constitution
Signed on behalf of the Board	Lauren Ridley, Chair of Trustees
Signature	
Date adopted	March 2026
Next review	March 2027
Registered address	APCAM, 1 The Green, Alvescot, Oxfordshire OX18 2QD. Registered Charity Number 1186256