



Animal Welfare Expertise Artificial Intelligence (AI) Use Policy

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Questions about this Policy? Please use the contact form on our website

Purpose

At Animal Welfare Expertise (AWE), our mission is to improve the lives of animals worldwide through science-based guidance, research, consultancy, and informed policy development. We recognise that artificial intelligence (AI) tools have the potential to support this mission by increasing efficiency, strengthening research processes, and helping us deliver clear, high-quality outputs for the organisations we serve. We also recognise that there are environmental and ethical risks associated with some uses of AI.

We are committed to using AI technologies in a responsible, ethical, and transparent manner that reflects our values: scientific integrity, animal-centred thinking, evidence-led practice, and the principle of achieving the greatest good for the greatest number of animals.

This policy sets out how we use AI across our work, how we protect client data and intellectual property, and how we ensure human expertise remains central to all decisions and external-facing outputs. We will review and update this policy regularly as technologies, legal frameworks, and industry standards evolve. We publish this policy publicly to ensure clarity and trust with our partners.

Ethics, integrity & transparency

AWE's use of AI is guided by the same ethical principles that underpin all our work:

- **Accuracy and scientific rigour:** AI outputs are treated as preliminary support, not final analysis. Human expertise and scientific evidence remain the basis of all conclusions.
- **Honesty and clarity:** We will not represent AI-generated content as the independent opinion of the organisation.
- **Respect for creators and professionals:** When using generative tools (text or images), we avoid prompts that mimic the distinctive work of identifiable living artists, authors, or creators.
- **Consistency with our values:** AI use must always reinforce, and never undermine, our commitment to animal welfare.



Any AI-assisted text or images used in client materials, training, or public communications will be reviewed by an AWE staff member with appropriate expertise. When publishing or posting on social media, AI-generated contributions will be carefully edited so the final wording reflects AWE's own voice, tone, and scientific understanding.

Data privacy & security

We safeguard the privacy of organisations and individuals whose information we work with. Our use of AI follows UK data protection legislation (including GDPR and the Data Protection Act 2018), as well as internationally recognised standards.

We will:

- Use AI tools in ways that protect confidential, sensitive, or proprietary data.
- Not enter identifiable client information, welfare assessment results, operational details, or unpublished datasets into AI tools where clients have prohibited this.
- Use a secure, enterprise-grade platform when entering a client's data where we are permitted to use AI tools.
- Store any data used for AI-assisted analysis in secure environments consistent with our broader data protection practices.

AWE will use enterprise-level AI tools (e.g., ChatGPT Team/Enterprise or equivalent) when handling material that requires enhanced privacy guarantees.

Preventing bias & promoting fairness

AI systems reflect the data on which they are trained and may perpetuate inaccuracies or bias. To minimise this risk, AWE will:

- Prompt tools to supply diverse and reputable sources when interacting with AI systems.
- Maintain full human oversight of any scientific claims, literature summaries, or data interpretations generated with AI assistance.
- Where relevant, audit AI-assisted processes for incorrect assumptions, biased framing, or misleading generalisations.
- Ensure stakeholders with diverse perspectives are consulted when evaluating AI's impact on our workflows or content.

AWE acknowledges that AI may generate incorrect or fabricated information ("hallucinations"). Staff will be trained to identify and correct these issues.



Appropriate use of AI in scientific and consulting work

AI can assist with efficiency and early-stage thinking, but it cannot replace professional judgement, scientific expertise, or direct evidence. Subject to data-sharing permissions, AWE may use AI for:

- Drafting outlines, structures, or lists for reports, proposals, training resources, presentations, and policy documents.
- Generating prose for reports or research papers but only where that prose will be reviewed and edited subsequently i.e. the generated prose is used as an example of how to communicate a point.
- Summarising published scientific literature, but only when provided with accurate citations or excerpts.
- Brainstorming approaches for workshops, stakeholder engagement, or communications.
- Supporting non-client-sensitive administrative tasks.
- Reviewing datasets only if the data may legally and ethically be processed by AI tools, and only on secure platforms.

AI must not:

- Generate prose for reports, research papers, or client deliverables, that is not subsequently edited by AWE staff.
- Produce welfare assessments, score interpretations, or behavioural analyses.
- Suggest or infer animal welfare outcomes without human analysis of appropriate evidence.
- Replace expert review at any stage of external-facing work.

All external-facing content, including communications and social media, will be carefully reviewed and edited by AWE staff, ensuring the majority of language and interpretation originates from human authors.

Use of AI-generated images

AWE may use AI-generated images for illustrative or educational purposes under the following conditions:

- Images must not misrepresent real events or imply that they depict actual animals, facilities, or client operations.
- Welfare-related or sensitive scenes may be depicted only if clearly labelled as synthetic.
- Photorealistic images are allowed, but must be used responsibly to avoid misleading audiences.
- Images must be credited appropriately and created using prompts that do not imitate living artists.



Human oversight & risk management

Human expertise is central to AWE's work. Therefore:

- Every AI-assisted output that reaches clients or the public must undergo human review.
- Staff will be trained to interpret, verify, and critically assess AI outputs.
- We will evaluate risks before adopting new AI tools, considering privacy, accuracy, ethical considerations, and mission relevance.
- External experts may be consulted when implementing AI systems that could significantly affect our workflows.

Regulatory compliance

AWE's use of AI will comply with relevant UK legislation, including but not limited to:

- UK GDPR
- Data Protection Act 2018
- Any future AI-specific regulations introduced in the UK or internationally

Training & onboarding

To ensure responsible use of AI across the organisation:

- All staff will be provided with this guidance during onboarding.
- Additional support will be available to help staff understand the limitations, risks, and effective use of AI tools.
- Staff are encouraged to stay informed as the technology evolves and to contribute to improvements in this policy.

Sustainability

While AI technologies require energy, we consider their environmental impact in relation to the potential benefits for animal welfare and organisational efficiency. Where possible, we will make responsible choices about the tools we use and prioritise efficient systems that minimise unnecessary resource use.

Review & updates

This policy will be reviewed annually, or sooner if technology, regulation, or operational needs change. Updates will be communicated to staff and published on our website.

AWE publishes this policy publicly to foster confidence, clarity, and accountability in how we use AI to further our mission.