

AI principles

As artificial intelligence (AI) becomes more prevalent globally, it prompts important questions about the role it should play in people's lives and how it is used responsibly and ethically. To address these questions we at The National Lottery Community Fund have defined our own set of AI principles to demonstrate our commitment to using AI to benefit people and communities.

The rise of AI has the potential for a profound impact on the way we work. We hope that adopting, developing and deploying AI will help us make the best of the talents of our people and the communities we work with. We have brought together people from across our organisation and, with the support of external experts, developed these principles which are deeply embedded in our organisational values. We hope that they will also support others in the voluntary and community sector to understand their own journey with AI.

Our 10 principles of AI

Our work starts with communities so we want to use AI as a tool to help catalyse the knowledge, expertise and commitment of people, both within our organisation and within the communities we work to support:

1. Ensure **AI works for people**. Enable our people to do the work that is uniquely human and which they excel at, and design AI to emphasise these strengths.
2. Always have a **human in the loop** to ensure that our AI tools operate safely, securely and appropriately for their intended purpose.
3. Ensure that people have all the information they need and that we remain **accountable** for all the work we do when we use AI.
4. **Share our learning**, both successes and failures, from the responsibly delivered small and safe experiments we run.
5. Ensure that our use of AI technologies is **inclusive**, avoids discrimination and harm, and wherever possible leads to equitable outcomes.
6. Benefit our staff and customers through the delivery of more **efficient and effective processes**.
7. Monitor use of AI and its impact - knowing when it benefits people and communities and **knowing when not to use it**.
8. Understand the interconnection between communities and the environment and so only use AI when it is **meaningful**, targeted and supports positive change.
9. Demonstrate **transparency** in the way we utilise AI, internally and externally. Ensure we retain the knowledge of what and how we have developed AI so we can adapt it as we go and wherever possible share the technology.
10. Protect the **privacy** of all our stakeholders, staff and customers. We will always apply privacy and security by design to safeguard personal, proprietary and confidential data.

Alongside these specific principles we will ensure that all our work with AI abides by applicable legislative and compliance requirements, as well as industry best practices for responsible AI, including risk management, governance, privacy, security and GDPR, for example:

- We will regularly monitor our AI tools for vulnerabilities to ensure their ongoing security and robustness.
- We will collect only the necessary data for AI systems and ensure it is stored securely, following the UK General Data Protection Regulations (GDPR) and Data Protection Act 2018 and other relevant data protection legislation.
- Where applicable, obtain clear and informed consent from users before their data is used by AI systems.

The world of AI is fast changing and so we are committed to reviewing and where needed updating these principles every quarter, or more frequently if our work suggests we need to.

We know these principles won't be perfect and that many other community groups and organisations are thinking these issues through. We would value an honest conversation to help develop and adapt these principles in line with learning from across the sector.