RESPONSIBLE USE OF AI POLICY

Preamble

Geordie Theatre recognizes the numerous opportunities for the use of artificial intelligence (AI) in the workplace and the potential risks if it is used irresponsibly.

As AI becomes increasingly embedded in tools for communication, analysis, research, administration, and knowledge creation, Geordie acknowledges both the significant potential benefits of these technologies and the ethical, social, and human risks they may pose. This policy establishes a framework for the responsible, ethical, and compliant use of AI, ensuring that its application remains aligned with Geordie's mission, values, and duty of care toward its audiences, clients, volunteers, partners, and broader community.

Geordie Theatre employees, board members, and volunteers are expected to follow this policy when using AI in their work for Geordie. Geordie's AI Officer is responsible for overseeing and managing all AI initiatives to ensure AI use is effective and ethical. This policy must be followed in conjunction with Geordie's Privacy Policy.

PART 1 – Context and considerations

1.1 Context

AI technologies may support Geordie in areas such as:

- improving administrative and operational efficiency;
- supporting bilingual communications and translation;
- developing, organizing, and maintaining educational resources;
- identifying emerging needs within the TYA community;
- supporting marketing, communications and fundraising;
- supporting program planning, evaluation, and reporting.

At the same time, the use of AI within a non-profit context raises particular concerns, including the protection of sensitive donor information, algorithmic bias, over-automation, and the potential erosion of human-

centered interactions. Geordie acknowledges that AI systems are not neutral and must be used thoughtfully, transparently, and with appropriate safeguards.

1.2 Implications of using and not using AI

Implications of using AI

- Risk of bias in generated content or analysis;
- Increased risks to privacy and data protection, particularly for donor or client-related information;
- Potential over-reliance on automation at the expense of human judgment and empathy;
- Reduced transparency or clarity around decision-making if not properly governed;
- Increased environmental impact.

Implications of not using AI

- Reduced operational efficiency and increased administrative burden on staff and volunteers;
- Slower development and updating of resources;
- Limited ability to respond quickly to emerging needs;
- Missed opportunities to improve accessibility and organizational sustainability.

Geordie therefore adopts a balanced approach, recognizing that both the use and non-use of AI carry risks, and that decisions must be made deliberately and contextually.

PART 2 – Geordie responsible AI policy

2.1 Guiding Principles

Geordie's use of AI is governed by the following principles:

1. **Human-Centred Approach**
   AI must support—not replace—an Employee's responsibilities,

human judgment, empathy, lived experience, and peer connection.

2. **Respect for Dignity and Human Rights**
   AI use must respect the dignity, autonomy, and self-determination of individuals and communities.

3. **Privacy and Data Protection**
   Personal data, especially donor or client-related information, must be protected in accordance with applicable laws and ethical best practices.

4. **Equity, Inclusion, and Accessibility**
   AI tools should reduce—not reinforce—barriers, bias, or inequities, and should support accessible and inclusive services.

5. **Transparency and Accountability**
   Geordie will be transparent about how AI is used and will ensure that accountability for decisions remains with people, not systems.

6. **Proportionality and Prudence**
   AI will only be used where it provides clear value and where risks can be reasonably mitigated.

7. **Continuous Learning and Adaptation**
   This policy is a living document and will evolve as technologies, regulations, and community needs change.

2.2 Responsibilities

Geordie recognizes the following organizational responsibilities:

- to assess current and proposed uses of AI on an ongoing basis;
- to ensure human oversight of all significant AI-assisted outputs or decisions;
- to provide appropriate training and awareness for staff, volunteers, and board members;
- to document key uses of AI within organizational operations;

- to monitor social, ethical, and human impacts associated with AI tools.

2.3 Organizational commitments

Geordie Theatre commits to:

1. Using AI in a critical, intentional, and mission-aligned manner;
2. Protecting personal and confidential information with robust safeguards;
3. Ensuring that all public-facing or strategic content generated with AI is reviewed by a human;
4. Actively identifying and mitigating bias in AI-supported processes;
5. Communicating openly with stakeholders about meaningful uses of AI;
6. Taking prompt corrective action in response to any misuse, error, or harm related to AI.

2.4 Risk mitigation measures

To reduce potential risks, Geordie will:

- select AI tools and vendors carefully, prioritizing privacy-respecting and non-exploitative solutions;
- limit the input of personal, sensitive, or health-related data into AI systems;
- require human validation of content intended for clients, donors, the public, or decision-making;
- maintain clear internal guidance on acceptable and prohibited uses of AI;
- conduct ongoing ethical and technological monitoring as capacity allows.

2.5 Incident management

Any incident related to AI use (including significant errors, biased outputs, data exposure, inappropriate content) will:

- be promptly reported to the Executive Director or AI Officer; be assessed for potential impact on individuals or the organization;
- trigger immediate corrective action, which may include revising processes, adjusting how AI tools are used, or discontinuing the use of certain AI systems;
- be documented to inform future improvements and prevention.

Geordie reserves the right to revoke, modify, or limit access to AI tools at any time without notice.

PART 3 – AI Tools: Selection and Application

3.1 Considerations for Selecting AI Tools

All AI tools used at Geordie Theatre undergo a risk assessment process before being permitted for use, based on the following criteria:

- **Data security and privacy protections**
- **Cost and long-term sustainability**
- **Ethical standards and transparency of the company providing the tool**
- **Whether input data is used to train AI models**

Only tools that meet these criteria *and* align with Geordie's commitment to the responsible use of AI, as outlined in this policy, will be approved for use. Approved tools must be used in a manner that ensures the following:

Protection of Personal and Sensitive Information

No personal or sensitive data will be entered into any AI tool. This includes, but is not limited to:

- Patron or staff/board names

- Physical or email addresses
- Patron numbers
- Past purchasing behaviour
- Subscription information
- Donor giving history
- Internal budget documents
- Board meeting minutes
- Staff performance reviews
- Cover letters and CVs of job applicants

Protection of Artistic Labour and Creative Practice

Geordie Theatre will not use generative AI tools to replace professional artistic or creative work that would otherwise be created, performed, designed, or commissioned from an artist or cultural worker.

This applies both to the work presented on our stages and to the artistic work created in support of our productions, programs, and organization, including but not limited to writing, performance, direction, dramaturgy, illustration, graphic design, photography, video, music, sound, and other forms of creative practice.

When considering the use of AI, Geordie will consider its potential impact on artists, artistic employment, authorship, compensation, and the broader sustainability of the cultural sector. Efficiency or cost savings alone will not justify replacing human-created artistic work with AI-generated material.

Human Oversight and Verification

- All research outputs (e.g., statistics, quotations, sources) generated with the assistance of AI will be verified by a human.
- No AI-generated content will be published without a final human review.
- Fully AI-generated materials, such as images, photos, or videos, will be clearly identified as AI-generated content.

All Geordie employees, board members, and volunteers must request approval from the Executive Director before downloading, signing up for, or using any AI tool.

3.2 AI and AI-assisted Tools Currently in Use at Geordie

Tool	Why	How
Copilot (Microsoft)	Secure; integrated into Geordie's Microsoft Office environment; does not use input data to train AI models	Copywriting; research; translations
Claude (Anthropic)	High-quality writing and analysis; bot training with input data is disabled; Anthropic's elevated focus on regulated AI, safety, transparency, and anti-bias work	Copywriting; research; translations; second 'opinion' to Copilot output, if deemed necessary
Gemini (Google)	Integrated into Geordie's Google Workspace; strong search and ad-related capabilities	Google Search; Google Ads campaign support; only essential AI features are enabled

Canva	User-friendly design platform with AI-assisted tools; supports brand consistency and rapid content creation	Social media graphics; posters; presentations; basic video editing; AI-assisted layout and design suggestions
Meta AI	Integrated into the Meta Ads process	Only essential automations, such as Meta Advantage+, are enabled, while all optional AI features remain turned off.

This list of tools will be updated regularly to reflect any changes and updates. Employees, board members, and volunteers must complete the approval process for any AI tool they would like to use, that is not part of the approved AI tools list.

PART 4 – Implementation and review

4.1 Scope of application

This policy applies to all Geordie activities, including governance, administration, communications, programs, and special projects.

4.2 Review and updates

The Board of Directors will review this policy periodically to ensure its continued relevance, effectiveness, and alignment with evolving technologies, regulations, and community expectations, taking into

consideration the documented feedback from Geordie employees, board members, and volunteers regarding AI use and tools.

Conclusion

Through this Responsible Use of Artificial Intelligence Policy, Geordie Theatre affirms its commitment to using emerging technologies in a manner that is ethical, transparent, and firmly grounded in human values. AI must strengthen—never undermine—trust, safety, dignity, and the well-being of the individuals and communities Geordie exists to serve.

Adopted by the Board of Directors on October 19, 2026