

Policy – The use of Artificial Intelligence (A.I.) in communications

Authority: C.A. Board of Directors
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1. Context:

Composites Australia (C.A.) is constituted to promote the interests Australian composites manufacturers and supply chain partners, including R&D and education and training to stakeholders¹, and to responsibly do what may be considered necessary for further development of the Australian composites industry.

Artificial Intelligence (A.I.) is a set of technologies that enable computers to perform various advanced functions, including composing articles and reports, analysing data and making recommendations. It has rapidly become an indispensable tool for business and communications.

2. Purpose and scope of this policy:

This policy outlines the principles and guidelines for the ethical and effective use of A.I. in the organisation's communications². It aims to ensure transparency, fairness and compliance with relevant regulations while leveraging A.I. to enhance communication capabilities. It also outlines external risks from external users of A.I. who may plagiarize information published by C.A.

2.1. Scope

This policy applies to all employees, contractors and third-party vendors involved in using, managing, or deploying A.I. tools to compose communications - including reports - on behalf of C.A.. It also covers republished articles and reports composed by external authors found to be using A.I. software for content.

2.2. C.A. Publishing mediums:

2.2.1. Connection magazine:

Published for over 20 years, 'Connection' is the official magazine of Composites Australia Inc. - the peak body for composite manufacturers, suppliers, research and education and consultancy service providers. The 24-page, full-colour publication, published three times per annum, is mailed to all financial members, other key manufacturing and industry bodies, federal and state government ministers, and department and agency personnel. The online version is available to a more extensive database of e-news subscribers and Twitter followers. It is freely available for download and promoted on the Composite Australia website <https://www.compositesaustralia.com.au/connection-magazine/>

The magazine features articles on Australian composites members and affiliates, highlighting stories of industrial step change, innovation and personal and company achievements. The original content is primarily composed and written by the C.A. Executive Director.

¹ Members, Federal, State and Local Governments and regulatory authorities, insurance companies, consumer organisations, the media and the general public.

² Technologies used to create, enhance, or analyse information and/or develop text, images, audio, or video with minimal human input.

2.2.2. Reports and industry analysis:

C.A. regularly conducts industry reviews and scoping studies, drawing on information from surveys and external reports. The original content is primarily composed and written by the C.A. Executive Director, sometimes referencing external reports.

3. C.A. use of A.I.

3.1.1. A.I. tools utilised by CA

CA uses three A.I. tools: Grammarly, ChatGPT, and Perplexity.

- Grammarly is employed to proofread original work and enhance the quality of written content, ensuring grammar accuracy and readability across C.A. communications.
- ChatGPT is used to assist in editing original work for logic. **It is observed that the results of original work submitted to ChatGPT can sometimes be identified as 'A.I. generated' despite having a 'primary author.'**
- Perplexity is utilised for information retrieval and research purposes. **Notably, Perplexity is known to cite articles published on the C.A. website, potentially increasing the visibility of C.A.'s content.** However, CA remains vigilant about adequately attributing and using its original work in A.I.-generated outputs.

3.1.2. Ethical Use and Data Integrity

- CA ensures its use of A.I. respects copyright laws and intellectual property rights, mainly when dealing with C.A.'s published content.
- C.A. monitors A.I. outputs for accuracy and originality, ensuring that content generated or assisted by A.I. does not compromise the integrity of C.A.'s original work.
- C.A. checks for plagiarism for all externally submitted articles and reports.

3.1.3. Privacy and Data Protection

- CA protects sensitive information when using A.I. tools, ensuring that these tools inadvertently share or process no proprietary or confidential data. **C.A. has a long standing policy of not publishing volumes of material inputs or manufacturing outputs.**
- Compliance with data privacy regulations, including anonymisation of data where necessary, is prioritised to safeguard the information of C.A. and its members.

3.1.4. Ethical Considerations

- Do not use A.I. to create or disseminate deceptive content, such as deepfakes or misleading narratives.
- Maintain accountability for all A.I.-generated content. Human oversight is required to review and validate A.I. outputs where necessary.

4. Risks:

4.1.1. Data scraping (external)

Data scraping is a complementary tool in A.I. workflows. It automatically extracts information from online sources using software tools to gather large datasets, typically in a structured format for analysis and compilation into reports covering domains such as market size estimations, growth forecasts, competitor benchmarking, and sentiment analysis of customer feedback. Commercial research agencies monetise these reports through subscriptions or one-time purchases and are used by clients for strategic decision-making, investment analysis, competitive intelligence, or market entry planning. The practice often disregards legal frameworks, such as copyright protections, leading to potential violations.

Given the vast amount of published content, including articles and reports by Composites Australia Inc., the organisation is vulnerable to data scraping activities. There are risks of plagiarism, unreliable or misleading insights, and privacy concerns for personal information garnered by data scraping by commercial research agencies as well as Universities.

4.1.2. Self-Plagiarism as a result of A.I. (internal)

Since articles published by C.A. are freely available on the C.A. website, there is a risk that AI platforms may inadvertently generate text that closely mirrors earlier content without explicitly acknowledging its source. This is one reason for utilising Perplexity, as it has the capability to cite sources, helping to ensure proper attribution of C.A.'s original material. Refer 3.1.1.

4.1.3. 'A.I.' generated (internal)

It is observed that the results of original work submitted to ChatGPT can sometimes be identified as 'A.I. generated' despite having a 'primary author.'

5. Responsibilities and Authorities:

- The Executive Director of C.A. is responsible for using A.I.

6. Linked Policies

- Branding Guidelines
- Social Media
- Magazine Editorial and Content Policy

END