AI policy of [company]

Template from get-ai-conform.com. Not legal advice: adapt the sections to your company and replace the details in square brackets.

1. Purpose and scope

This policy governs the use of AI systems at [company]. It applies to all employees as well as to freelancers and service providers who use AI systems on our behalf. The aim is a safe, lawful and traceable use of AI.

2. Approved AI tools

Only the AI tools listed in Annex 1 are used for work. Employees request new tools from [responsible person]. Private AI accounts are not used for work tasks.

3. Prohibited uses

Not permitted are AI applications that are prohibited under Art. 5 EU AI Act, for example inferring emotions in the workplace or manipulative techniques, as well as any use that violates laws or this policy.

4. Confidential and personal data

Personal data, trade secrets and confidential customer data are only entered into AI tools that are approved for this in Annex 1. The necessary contracts are in place for these tools, such as a data processing agreement under Art. 28 GDPR. In case of doubt, employees ask [data protection officer].

5. Copyright and third-party rights

Outputs of AI tools can infringe third-party rights. Text, images and code from AI tools are checked for this before they are published or passed on. Third-party content is only entered if we are allowed to use it for that purpose.

6. Human review

AI outputs can be wrong, outdated or biased. Anyone who uses an AI output checks it first and remains responsible for the result. Decisions about people are not made by an AI system alone.

7. Labelling

AI-generated or manipulated image, audio and video content that resembles real persons, places or events (deepfakes) is disclosed by us as artificially generated (Art. 50(4) EU AI Act). This also applies to AI-generated text that we publish to inform the public on matters of public interest, unless a human has reviewed it editorially and is editorially responsible for it. Chatbots that talk to customers identify themselves as AI.

8. Use in high-risk areas

Before AI is used in areas listed in Annex III EU AI Act, for example in recruitment, in evaluating employee performance or in assessing creditworthiness, [responsible person] is involved. From 2 December 2027, special obligations for deployers apply to such systems (Art. 26 EU AI Act).

9. AI literacy

All persons who use AI systems on our behalf take part in AI literacy measures before they start using the tools, and refresh them when new tools or roles come up (Art. 4 EU AI Act). [Responsible person] keeps a record of who took part in which measure and when.

10. Responsibilities, reporting and review

The contact person for this policy is [responsible person]. Employees report errors, data breaches or conspicuous AI results without delay to [reporting channel]. We review the policy at least once a year and when significant changes occur. Last updated: [date].

Annex 1: Approved AI tools

Tool	Purpose	Permitted data	Contract (e.g. DPA)	Responsible