

NORTH VIEW Housing Association

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North View is a registered Scottish charity – charity registration number SC032963

POLICY

ARTIFICIAL INTELLIGENCE (AI)

Passed:-

23/09/2026

Review Date:-

08-2028

All North View policies and publications can be made available on CD/data-to-voice, in Braille, large print and community languages.

For further details please contact us on 0141 634 0555 or email us at enquiries@nvha.org.uk

1.0 Purpose

- 1.1 This policy outlines the acceptable use of Generative Artificial Intelligence (GenAI) technologies within the Association.

2.0 Aim

- 2.1 The policy aims to ensure responsible, ethical, and secure use of GenAI tools to support operational efficiency, innovation, sustainability, and service delivery.

3.0 Definition

- 3.1 GenAI is currently the main type of artificial intelligence that most people in both work and home settings are using (or considering using) to create new content such as text, images, code, and music based on user prompts. It learns from vast datasets and uses that information to generate specific outputs—ranging from answering questions and summarising information to creating art and writing stories. Its benefits include increased productivity, creative support, and the ability to automate repetitive tasks, freeing up time for core service delivery. However, its outputs may not always be accurate and can contain biases arising from the training data used, so it's crucial to review generated content critically to ensure fair and representative content is used.

4.0 Scope

- 4.1 This policy applies to all the following people who use GenAI tools in the course of their work:
- employees including temporary;
 - contractors;
 - consultants; and
 - Committee members.

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5.0 Our GenAI Position Statement

- 5.1 Our housing association adopts generative AI cautiously, prioritising data security, compliance, and human oversight. GenAI tools will only be used for routine, low-impact tasks, following strict governance and approval processes. Innovation is limited to proven applications, ensuring tenant safety and regulatory adherence remain at the forefront of all AI initiatives

6.0 Approved Tools

- 6.1 Only GenAI tools approved by the Association may be used.
- 6.2 The policy governs GenAI usage across all work environments, including offices, service centres, shared spaces (i.e. community centres) and any remote or hybrid arrangements. This policy encompasses both:
- **In-house GenAI tools:** These are AI-enabled services integrated within internal systems and applications and managed under its IT security protocols. Examples include Microsoft 365 Copilot, Copilot Chat, and other AI services within secure cloud data-centres. These tools operate under organisation governance controls, including access security, identity management and data retention policies.
 - **Publicly available and free GenAI tools:** These are commercial, web-based AI platforms accessible over the internet that operate on shared infrastructure not managed or administered internally by the Association. Examples include ChatGPT (OpenAI), Microsoft Copilot (personal), Google Gemini, Anthropic Claude, xAI, Perplexity, and other services. These tools do not comply with organisation security standards and present higher risks related to data handling, privacy, and reliability meaning they are more likely to cause a data breach or cyber incident.
- 6.3 Examples of approved tools include:
- Microsoft Copilot
 - ChatGPT Work/Business
 - Google Gemini Enterprise
 - Internal GenAI ISO/IEC 42001:2023 or equivalent compliant applications developed or procured by the Association

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7.0 Acceptable Use

7.1 Approved GenAI tools may be used for:

- Drafting simple communications for those at 3.1, including tenants;
- Automating repetitive tasks;
- Summarising documents;
- Data analysis and visualisation; and
- Supporting data driven decision-making with insights.

8.0 Prohibited Use

8.1 GenAI tools **must not** be used for:

- Generating or sharing sensitive personal data without explicit consent;
- Making autonomous decisions that affect tenants or staff without human oversight;
- Generating communications to tenants that are impersonal and vague with no human intervention;
- Drafting complex communications to tenants – i.e. legal notices or any other types of communications that will confuse individuals with excessive amounts of information drawn from multiple sources;
- Creating biased, discriminatory, or offensive content;
- Generating content that could be misleading or misrepresentative of the Association's mission, values, or policies;
- Circumventing legal, regulatory, or contractual obligations;
- Any activity that violates data protection laws (e.g., UK GDPR);
- Impersonating any member of staff, board member, supplier of goods and services or a customer.

9.0 Data Privacy and Security

9.1 The privacy and security of data is central to users data input for AI, the following may be used as a guide:

- Users must not input personally identifiable information (PII), financial data, or confidential tenant information into public GenAI tools. For the avoidance of doubt only those listed on the 'Approved List' should be used. The input of personally identifiable information (PII), financial data, or confidential tenant information into public GenAI tools will be considered a reportable breach in accordance with GDPR and a breach of the Generative AI acceptable usage policy;

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- All data processed by GenAI must comply with the Association's Data Protection Policy and UK GDPR requirements;
- Only GenAI technologies listed in the approved section of this policy can be used for work purposes and must comply with all applicable laws and regulations, for example ISO/IEC 42001:2023 and/or the EU AI Act 2027.

10.0 Transparency

- 10.1 Users should clearly indicate when content has been wholly generated by AI to maintain transparency

11.0 Accountability and Oversight

- 11.1 Users are responsible for verifying the accuracy and appropriateness of GenAI-generated content.
- 11.2 Managers must ensure staff are trained in GenAI usage and understand the risks and limitations.
- 11.3 Periodic audits of GenAI usage to include bias and hallucination detection. This involves reviewing outputs for signs of bias, where the AI may reflect unfair or prejudiced assumptions, and hallucinations, where the AI generates false or misleading information that appears plausible but lacks factual basis. These audits help ensure responsible, accurate, and equitable use of AI tools.
- 11.4 Individual staff are responsible for checking the generated content produced by GenAI. All outputs must be reviewed by staff before use in critical decisions or external communications

12.0 Intellectual Property

- 12.1 GenAI-generated content may be subject to copyright or licensing restrictions. Users must ensure proper attribution and usage rights in accordance with copy right restrictions, this extends to all media such as audio, video, photographs and text.
- 12.2 The Association retains ownership of GenAI-generated content created for business purposes.

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13.0 Training and Awareness

- 13.1 All staff must complete mandatory training on GenAI usage, risks, legal and ethical considerations before using these tools.

14.0 Identification of Potential GenAI Use Cases

- 14.1 A use case is a specific scenario or application in which GenAI technology is proposed or used to solve a business problem or improve a process.
- 14.2 The use case review process provides a structured procedure for proposing, evaluating, and approving new GenAI applications in accordance with the Association's position statement. It ensures responsible adoption by assessing compliance, risk, and alignment with organisational values. This process safeguards data, promotes ethical innovation, and maintains transparency, accountability, and strategic consistency across all GenAI activities.
- 14.3 The below provides a high-level outline of the use case review process:
- All new GenAI use cases must be formally proposed before implementation.
 - Staff to submit a written proposal detailing the intended use, benefits, data requirements, and potential risks.
 - Proposals will be reviewed by the Management Committee
 - The Management Committee assesses each proposal for alignment with organisational values, legal and regulatory requirements, data protection standards, and risk appetite.
 - The review process includes technical due diligence, ethical impact assessment, and stakeholder consultation.
 - Only use cases meeting standards for security, transparency, and accountability are approved for deployment.
 - The Management Committee will document its decision and provides feedback to the proposer, ensuring a clear audit trail and ongoing oversight of GenAI activities.

15.0 Reporting and Enforcement

- 15.1 Employees are encouraged to report any concerns or issues related to the use of GenAI tools in the workplace as this helps in identifying potential training issues/development areas early and enables the Association to address them proactively.

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- 15.2 Any misuse or suspected breach of this policy must be reported to the Director immediately.
- 15.3 Breaches may result in disciplinary action in accordance with the Association's Code of Conduct and the Terms and Conditions of Employment.

End of Policy

Reviews and amendments:-

23/09/2026 - Established

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