

Guidance for Generative AI Use

Generative AI tools can be used to enhance learning and teaching, but we all need to play our part to keep students, colleagues and Kaplan assets safe. Follow this guidance to stay within the law and Kaplan's policies.

DO

- ✓ Use gen AI tools to increase **efficiency** and **productivity**.
- ✓ Check the **accuracy** and **quality** of all gen AI-generated output.
- ✓ Make sure output is **consistent with Kaplan's ethical standards**, i.e. not discriminatory, biased, inappropriate or harmful.
- ✓ Customise gen AI output consistent with **Kaplan** brand, style and quality.
- ✓ Keep **copies** of **prompts** and output for which Kaplan might want to claim **intellectual property (IP) rights**.
- ✓ Keep a **record** of **amendments** made to AI-generated content to support claims for IP protection.
- ✓ Check with your Learning & Teaching Director **if you are unsure** about something when using a gen AI tool.



DON'T

- ✗ Input any **personal, sensitive** or **confidential** information about Kaplan students, employees or the business into a gen AI tool.
- ✗ Input any **company assets or content with Kaplan IP**, or any **confidential business information**.
- ✗ Input any **copyrighted third party content** into a gen AI tool without a license or permission from the IP owner.
- ✗ Use **AI-generated content cited to a source** in Kaplan materials without seeking permission from the owner.
- ✗ Assume that AI-generated content will have **Kaplan intellectual property (IP) protection**.