ETHICAL GUIDELINES FOR MEMBERS OF THE SATAKUNTA UNIVERSITY OF APPLIED SCIENCES COMMUNITY CONCERNING THE USE OF ARTIFICIAL INTELLIGENCE (AI)

Artificial intelligence (AI) ethics are the values that guide our actions when using or developing intelligent machines and/or software. Below is a list of ethical factors that should be considered when using AI.

1. Follow ethical principles when using AI in your various tasks (e.g. The ethical recommendations for thesis writing, by Arene, the Rectors' Conference of Finnish Universities of Applied Sciences)

2. Familiarize yourself with the ethical standards of the subject or field you are working on and try to identify them when using AI.

3. The use of AI is based on consent and understanding that it requires, for example, registration for software. https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32024R1689

4. The Artificial Intelligence Act (2024/1689) regulates the development, deployment, and use of AI systems within the European Union. https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32024R1689

5. When using AI, please consider the acts and regulations governing data protection, privacy protection and copyright.
   a) General Data Protection Regulation
   b) Data Protection Act (unofficial translation)
   c) Copyright Act (unofficial translation)
   d) SAMK's AI policy https://web.samk.fi/public/tietoturva/Politiikat-pdf/SAMK_teko%C3%A4lypolitiikka_valmis_yleinen.pdf?_gl=1*1bn5s24*_ga*ODA5OTY5Mjg4LjE2NzU2ODQ2MTk.*_ga_7GVKCKSV2Y*MTcxNjk2NzQwNC4xMDE1LjEuMTcxNjk2NzQyOS4wLjAuMA..
   e) Terms of use: some online services have terms of use that prohibit their content from being entered to artificial intelligence, e.g. https://www.sanomapro.fi/kayttoehdot/ (in Finnish only)

f) The research subjects/other participants must always be informed if their personal data or research material is processed using AI.

6. Please read the terms of use and privacy statement of the AI application you are using. For example, OpenAI (ChatGPT):
   a) Open AI Terms of use
   b) OpenAI Privacy policy

7. AI is used to support and assist in learning and working. It does not meet copyright criteria and does not qualify as a source of a scientific text. The output must be your own and you are responsible for the accuracy of all your work (including content and references).

8. Evaluate the suitability of using AI in different situations to avoid harm, as AI has limitations and risks (e.g. no confidential data shall be entered into the system).

9. Critically review AI-generated content, as it may be inaccurate, biased, or harmful.

10. Report the use of AI honestly and transparently. For more information on this topic, see the instructions The use of artificial intelligence at Satakunta University of Applied Sciences

11. The use of AI should aim for fairness and equality of users. SAMK supports members of the UAS community in matters related to AI by providing training, advice and access to specifically mentioned AI-based applications.

12. Report any irregularities and/or misconduct you find to the course teacher, your superior and/or SAMK's research integrity adviser. In matters relating to information security and data protection, please contact SAMK's Information Security Officer.

13. Due to the rapid development of artificial intelligence, these guidelines will be updated as necessary. Each member of the UAS community should be active in identifying ethical issues related to their area of expertise and act ethically when using AI.