

Beckman Institute Communications Office Artificial Intelligence Policy

The Beckman Institute recognizes that artificial intelligence tools can support communications work when used responsibly. We have high standards for our work and will only use AI tools when and in ways that ensure the quality and accuracy of our content will not be compromised. AI-generated content should not be used as a final creative output. Human authorship, accountability and transparency must always be maintained. Given AI's potential negative impacts on human labor, information integrity, society and the environment, its use should be limited, transparent and controlled.

Authorship and ethics

- All written media released by the Beckman Institute must be original human work.
- Artificial intelligence should only be used as a tool. It can inform content creation. AI is not a replacement for human-generated content.
- Human authors remain responsible for the originality, accuracy, integrity and authentication of all content, including any materials altered by AI tools.
- Any output from a generative AI tool should be treated as unvetted source material.
- Fact-checking must be done using trusted non-AI resources and approved by a human author or editor. Are the facts correct and current? Are sources accurately cited? Can quotes be verified? Does the output infringe on copyright or trademark? Is the output biased?
- If the authenticity of any source (text, image, video, or audio) is in doubt, it must not be used.
- Any material that has been generated or substantively altered by a digital assistance tool must be tracked and documented, including prompts when relevant.
- Any use of an AI tool or technology that substantively alters a media product must be acknowledged. The Communications Office will add this acknowledgement to its web page: "The Beckman Communications office occasionally uses artificial intelligence tools in its work. However, the office ensures a human author is accountable for and fact-checks all content we release. [Read the whole policy.](#)" The final sentence will include a link to a PDF of this policy.
- Ethics, copyright and terms of use restrictions must always be adhered to.

Permitted uses

The following uses **are allowed** with human oversight and accountability. All content must be reviewed, fact-checked and approved by a human author or editor before public release.

Assistive AI (no disclosure required)

- AI tools may be used to assist with editing human-written text. This includes refining texts for grammar, spelling, punctuation, readability, clarity and style consistency.

Generative or substantive AI (disclosure required)

- AI tools must be acknowledged when used for:
 - Brainstorming or ideation
 - summarizing background materials
 - creating lists or outlines

Translation or accessibility assistance

- Any use of AI tools for the purposes of translation, accessibility, data management or other data manipulations is only permissible if the final result is verifiable and checked for accuracy by a qualified human reviewer.

Visual and audio media

- Real photographs, audio and video must be used whenever possible.
- **Editorial use:**
Generative AI tools may be used in Beckman’s editorial products (news stories, videos, scientific illustrations, etc.) **only** when visualizing concepts that cannot otherwise be depicted. In these limited cases, any AI tool used must have been developed using training data that can be attributed and verified. A **visible AI acknowledgement** must accompany the finished product.
- **Promotional use:**
Beckman may use AI-generated content in marketing and promotional materials without attribution, as long as the generated content is not editorially significant and is part of a larger human-created design.

Attribution examples:

When AI is used substantively, include clear disclosure, such as:

- “The author used GPT-5.1 to assist with brainstorming interview questions.”
- “Canva was used to assist with summary graphic creation.”
- “DeepL was used to translate secondary source material, reviewed by a human editor.”

Impermissible uses

The following uses of AI are **not allowed**. If prohibited AI use is discovered, the content must be **removed immediately**.

- The Beckman Communications Office will not create content that is false, misleading or deceptive, including deepfakes or other media that are purposely untrue or inaccurate.
- Fully autonomous content created by AI tools (e.g., social media posts, press releases, podcasts, articles or other audio-visual materials).
- Crediting AI as an author. AI tools cannot assume legal or ethical responsibility for the content they generate. Therefore, they should never be used without direct human authorship, judgement, oversight and accountability. There must always be a human in the loop.
- Replacing core intellectual work, such as analysis, interpretation and drawing conclusions.
- Using AI to create or alter media (including images, video and audio) representing real people, places or events.
- Adding or subtracting any substantive or editorial elements from existing images or video.
- Inputting non-public data or confidential information (such as manuscripts, preliminary research findings, proprietary methodology, unpublished data, etc.). This information may become part of the tool's training set and provided as outputs to other users. Therefore, authors should take extreme care when uploading any content to AI systems.
- Relying on AI translation without direct human authentication.

Policy review

- This policy will be reviewed at least annually and potentially adjusted as appropriate to account for changes in AI capability, ethical considerations, societal adoption and more.