

AI Guidance

Definition and Scope

AI refers to all types of AI, particularly generative AI and Large Language Models LLMs.

Generative AI creates 'new' content from existing data, which may include text, images, audio, and video.

AI refers to intelligent machines performing human-like tasks, including machine learning and natural language processing.

AI is not intelligent.

Suffolk Artlink

Suffolk Artlink recognises that there may be benefits from using artificial intelligence.

Suffolk Artlink acknowledges risks and negative impacts from AI:

- AI often provides inaccurate, untrue and untrustworthy answers to queries.
- AI responses may reflect bias and prejudice within its learning data leading to discrimination and exclusion.
- Large Language Models scrape content from artists, musicians, writers, journalists and creators of all kinds, without payment or acknowledgement.
- AI search cuts off the public from original creators and undermines the creative economy. This threatens the current and future creative economy and the livelihood of artists and creators of all kinds.
- AI presents a risk to privacy and confidentiality
- AI undermines the continuation of the open web.
- AI, by undermining the economy for creatives who generate new and original content, undermines the future quality of AI itself.
- AI has a substantial negative environmental impact through its energy and water use.
<https://news.mit.edu/2025/explained-generative-ai-environmental-impact-0117>
- AI may lead to significant job losses and inequality. This may impact taxation.

General Guidance

One should only ask a question of AI that one knows the answer to! AI is not intelligent. An AI tool doesn't understand whether an answer is true, accurate and relevant. If you are researching a subject where you can't judge the value and accuracy of the answer, then AI is probably the wrong tool.

AI is not an authentic voice and if overused, for example in a funding application, a reader will recognise this unconsciously if not consciously. An informed and committed person is more persuasive than an AI model.

Things you really shouldn't do ever

Never enter personal or confidential data into an AI programme or chatbot. All data entered will be retained, used for training and may be used for any purpose.

Never use AI models to process data for decision making. For example, in recruitment or grant assessment.

Don't use AI routinely by a default. "A ChatGPT query consumes about five times more electricity than a simple web search."

Examples of good uses of AI

AI may be useful in providing access adaptations such as speech to text translation.

AI may be useful in précising a document.

AI is good for asking questions you know the answer to, but where a structure and some initial draft text would be a useful starting point.

AI can be useful when working with images, audio and video, that are owned by Suffolk Artlink or with the copyright holder's permission, to create effects and remove defects.

Suffolk Artlink commits:

To use AI with caution.

To be transparent about our use of AI.

To always prioritise human creativity and connection and value authenticity.

To consciously and regularly consider the ethics of using AI and the impact on diversity and inclusion, and environmental sustainability.