

AI Policy

Your Digital Home

Version: 1.0

Date: 29 July 2026

Policy owners: Laura Joe-de Bruine and Gabriel Joe

Review frequency: At least annually, and sooner when legislation, tools or working methods change

1. Purpose

Your Digital Home uses artificial intelligence to support creativity, communication and efficient working processes so non-profits and other organisations can make more impact. AI may be used for ideas, inspiration, research support, first drafts, summaries and practical assistance. AI supports our professional work. It does not replace human judgement, professional responsibility or personal attention. The purpose of this policy is to ensure that AI is used responsibly, securely, transparently and in accordance with the values of Your Digital Home.

2. Scope

This policy applies to all professionals working within, for or on behalf of Your Digital Home. This includes owners and freelancers hired, including consultants, designers, developers, copywriters, marketers and other people hired by Your Digital Home. Everyone covered by this policy is responsible for following it, regardless of whether they use an account belonging to Your Digital Home or another approved account. No formal signature is required. However, everyone working for Your Digital Home must be made aware of this policy and is expected to comply with it.

3. Responsibility

Your Digital Home is responsible for the implementation of this policy. Laura Joe-de Bruine and Gabriel Joe are the policy owners. They are responsible for:

- maintaining the policy;
- answering questions about AI use;
- approving new AI tools;

- responding to incidents;
- reviewing whether AI is being used appropriately;
- arranging additional guidance or training where needed.

Laura Joe-de Bruine and Gabriel Joe have final approval authority for AI-assisted content published or delivered by Your Digital Home. Where reasonably possible, AI-assisted content should also be checked by another professional before final approval. The person creating the content remains responsible for conducting their own review before submitting it for approval.

4. Core principles

All AI use by Your Digital Home must follow these principles.

4.1 AI supports people

AI is a supporting tool. It may assist a professional, but it does not make final decisions and does not carry responsibility for the result.

4.2 Human review is required

AI-generated or AI-assisted output must always be reviewed by a person before it is published, sent to a client or otherwise used externally.

4.3 Information must be protected

Sensitive, confidential or unnecessary personal information must not be entered into AI tools.

4.4 Content must be truthful

AI must not be used to invent facts, quotations, testimonials, project results, client experiences or other information that is presented as real.

4.5 Authenticity must be protected

Real people, projects, locations and events must not be misrepresented through AI-generated or manipulated content.

4.6 Clients must retain choice

Clients must be made aware of the AI policy. A client may request that generative AI not be used for their project.

4.7 Your Digital Home remains responsible

The use of an AI tool does not transfer responsibility to the tool or its provider. Your Digital Home remains responsible for the quality of its work.

5. Approved AI tools

The following tools are currently approved:

ChatGPT and Gemini Pro

Permitted uses include:

- brainstorming;
- text ideas;
- first drafts;
- rewriting;
- summarising;
- structuring information;
- developing content plans;
- improving readability;
- support with design;
- supporting website, email, newsletter and social media content;
- support with technical or strategic questions.

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Permitted uses include:

- brainstorming;
- writing and rewriting;
- first drafts;
- analysing non-sensitive documents;
- summarising;
- structuring longer texts;
- supporting website, email, newsletter and social media content.

Granola AI

Granola may be used during meetings to:

- create meeting notes;
- prepare summaries;

- identify decisions;
- create action points;
- speed up and improve the creation of task lists.

Granola may only be used under the specific conditions in section 10 of this policy.

Creative and image-editing tools

AI functionality within approved creative software, including Photoshop, may be used in accordance with the image rules in this policy.

6. New tools and accounts

Professionals may not introduce a new AI tool into work for Your Digital Home without prior approval from Laura Joe-de Bruine or Gabriel Joe. Paid professional accounts are preferred. Free or personal accounts should not normally be used for client work. An exception requires prior approval. Sensitive, confidential or personal information may never be entered through an unapproved, free or personal account. When assessing a new AI tool, Your Digital Home should consider:

- the purpose of the tool;
- the information it will process;
- privacy and security;
- data retention;
- whether inputs may be used to train the provider's models;
- account access;
- contractual terms;
- client requirements;
- risks of inaccurate or misleading output.

Laura Joe-de Bruine and Gabriel Joe maintain the list of approved tools and their permitted uses.

7. Permitted uses of AI

AI may be used for:

- ideas and inspiration;
- brainstorming;
- developing topics and concepts;
- creating first drafts;

- rewriting existing text;
- shortening or expanding text;
- adjusting tone of voice;
- improving structure;
- spelling and language assistance;
- email drafts;
- website copy;
- social media content;
- newsletter content;
- content calendars;
- headlines and calls to action;
- meeting summaries;
- task lists;
- design ideas;
- text and design guidance;
- technical assistance;
- analysing information that may safely be processed.

AI may create a complete first draft. A first draft must never be treated as a finished result without human review.

8. Human checking and approval

All AI-assisted content must be checked before publication or delivery. The review must consider, where relevant:

- factual accuracy;
- source reliability;
- names;
- dates;
- figures;
- quotations;
- spelling and grammar;
- tone of voice;
- cultural sensitivity;
- accessibility;
- possible bias or stereotypes;
- copyright;
- client instructions;

- brand guidelines;
- text and design guidelines;
- whether the content could be misleading;
- whether disclosure of AI use is required.

Legal, medical, financial, political and other sensitive public-interest content requires additional verification using reliable and authoritative sources. Where reasonably possible, another professional should review the content. Laura Joe-de Bruine or Gabriel Joe give final approval. AI may not invent:

- quotations;
- testimonials;
- reviews;
- sources;
- statistics;
- client results;
- project outcomes;
- donations;
- case studies;
- personal stories;
- events presented as real.

Examples created for explanation must be clearly identified as fictional examples.

9. AI-assisted text and transparency

Your Digital Home uses AI for inspiration, ideas, editing and first drafts for communications such as:

- emails;
- websites;
- newsletters;
- social media;
- proposals;
- plans;
- internal documents.

AI-assisted text does not normally need to be labelled as AI-generated when a professional has reviewed, edited and approved the final content. Disclosure is required when:

- applicable law requires it;
- a platform requires it;

- a client agreement requires it;
- the content is published without meaningful human review;
- failing to disclose AI use could materially mislead the audience;
- AI directly communicates with a person and it is not already clear that the person is interacting with AI;
- the content is AI-generated or manipulated content for which specific transparency rules apply.

Your Digital Home must never claim that content was written entirely without AI when AI played a material role in its creation.

10. Granola AI and meetings

Granola is used to create meeting notes, summaries, decisions and task lists. It is intended to improve efficiency and reduce manual note-taking.

10.1 Notification

Everyone present must be informed before Granola is activated. Either verbal or written agreement. Notification and renewed agreement are required when:

- a new participant joins;
- the purpose of the recording changes;
- the type of information discussed changes significantly;
- there is reasonable doubt that everyone understands Granola is being used.

A participant may refuse. Granola must then not be used unless another arrangement is agreed that respects that person's choice.

10.2 Permitted meetings

Granola may be used for:

- internal meetings;
- client meetings;
- project meetings;
- meetings with external partners;
- planning sessions;
- evaluation meetings that do not involve confidential or sensitive information.

10.3 Prohibited meetings

Granola must not be used when confidential or sensitive information is expected to be discussed. This includes meetings involving:

- passwords or login details;
- private personnel matters;
- health information;
- financial account information;
- confidential legal matters;
- sensitive personal cases;
- information about children or vulnerable people;
- private donor information;
- confidential funding information;
- information that a client has instructed us not to record;
- information protected by a confidentiality agreement;
- other information that should not be processed by an external AI service.

When a meeting unexpectedly becomes confidential or sensitive, Granola must be stopped.

10.4 Access and storage

Meeting transcripts and related raw meeting information are stored for a maximum of 30 days and should then be deleted. Access is limited to Your Digital Home professionals who need the information for their work.

An approved summary, decision list or action list may be retained as a normal business record when necessary for the project. Anyone who participated in the meeting may request a copy of the checked summary. A Granola summary must be reviewed by a person before it is shared or relied upon. Participants should be given the opportunity to correct important misunderstandings.

11. Privacy, personal information and confidentiality

Information may only be entered into an approved AI tool when:

- it is already publicly available;
- it is intended for public online publication;
- Your Digital Home or the client has the right to publish it;
- it is an approved text or design guideline;
- it is a brand, tone-of-voice or style guide that may safely be shared;
- it has been properly anonymised;

- its use has otherwise been specifically approved.

Information is only considered anonymised when the person cannot reasonably be identified directly or indirectly. Removing a name alone may not be sufficient. Other identifying information, such as organisation, location, job title, unusual circumstances or project details, may also need to be removed.

11.1 Information that must not be entered

The following information must not be entered into generative AI tools:

- passwords;
- login information;
- API keys;
- access codes;
- private donor information;
- donor lists;
- newsletter subscriber lists;
- email address lists;
- private email conversations;
- health information;
- information about children;
- information about vulnerable people;
- employee or freelancer personnel information;
- financial account information;
- confidential client documents;
- unpublished budgets;
- unpublished funding applications;
- private contracts;
- legal advice;
- sensitive beneficiary stories;
- confidential project plans;
- information protected by a confidentiality agreement;
- any other sensitive personal or confidential information.

Your Digital Home may process donor and newsletter subscription information as part of its normal business activities. However, that does not mean this information may be entered into an AI tool. Such information may only be used with AI after it has been properly anonymised or when a specifically approved and legally appropriate system has been introduced for that purpose.

12. Client information and client choice

Clients must be made aware that Your Digital Home has an AI policy and that AI may be used as a supporting tool. Clients may be informed through:

- proposals;
- terms and conditions;
- project agreements;
- onboarding communication;
- the public AI statement;
- a direct conversation where appropriate.

A client may request that generative AI not be used for their project. Such a request must be recorded in writing and communicated to everyone working on the project. Working without generative AI may require more manual time. It may therefore affect:

- the price;
- the timeline;
- the scope;
- the working method.

Any adjustment must be discussed and agreed with the client before additional costs are incurred. Client-specific policies, confidentiality requirements and contractual agreements take priority when they are stricter than this policy. AI-generated photographs or photorealistic visuals may only be proposed or used for a client with the client's agreement.

13. Authentic photographs and AI-generated images

Your Digital Home values authenticity in photography.

13.1 Authentic photographs

A photograph presented as showing a real person, project, place or event must be based on an authentic photograph. AI-assisted editing may be used for technical or presentational improvements, such as:

- exposure correction;
- colour correction;
- contrast;
- sharpness;
- noise reduction;
- resizing;

- cropping;
- correcting minor technical defects.

The photograph remains authentic only when the factual content of the image remains unchanged. AI must not change:

- faces;
- facial expressions in a meaningful way;
- people;
- physical characteristics;
- products or objects;
- activities;
- locations;
- backgrounds;
- project conditions;
- the number of people present;
- anything that changes what actually happened.

Minor removal of sensor dust or technical image defects does not change authenticity.

13.2 AI-generated photographic images

A fully AI-generated or materially AI-composed photographic image must be labelled: **Image created using AI**

The label should be visible in or directly next to the image, caption or accompanying text. An AI-generated photographic image may not be presented as evidence of:

- a real person;
- a real client;
- a real beneficiary;
- a real project;
- a real location;
- a real event;
- an actual result.

AI-generated people or photorealistic promotional scenes may only be used with the client's prior agreement. They must be labelled and must not mislead the audience.

13.3 Illustrations

Clearly illustrative images do not automatically need an AI label. A label is still required when:

- the illustration could reasonably be mistaken for a real photograph or event;

- the client requests it;
- a platform requires it;
- applicable law requires it;
- not labelling it could mislead the audience.

14. Copyright and intellectual property

Professionals must respect copyright, licences and intellectual property rights when using AI. They must not:

- upload copyrighted or client-owned material without permission;
- ask AI to reproduce protected work too closely;
- copy AI output without checking whether it resembles existing work;
- use logos, brand elements or photographs without permission;
- assume that AI-generated output is automatically free from third-party rights.

AI-assisted content must be reviewed for originality and appropriate use before publication. Existing agreements with clients concerning ownership, payment and transfer of intellectual property continue to apply to AI-assisted work.

15. Fairness, dignity and representation

AI-assisted content must be checked for unfair assumptions, stereotypes and discriminatory language or imagery. Particular care must be taken when communicating about:

- children;
- vulnerable people;
- poverty;
- illness;
- religion;
- international development;
- fundraising;
- ethnicity;
- nationality;
- gender;
- disability;
- age;
- crisis situations.

AI must not be used to exaggerate suffering, create false urgency or emotionally manipulate an audience. People must be represented with dignity. AI must not invent or alter personal stories to make them more emotionally powerful.

16. Prohibited uses

AI may not be used to:

- publish content automatically without human review;
- invent facts, sources or results;
- create fake testimonials or reviews;
- create fake project photography;
- impersonate a real person;
- manipulate a person's voice or face without permission;
- make final hiring or employment decisions;
- make final decisions about payments or contracts;
- process passwords or access details;
- process sensitive or confidential information;
- profile donors or vulnerable people in an intrusive manner;
- create misleading fundraising claims;
- conceal a material AI manipulation;
- bypass copyright or security controls;
- make autonomous legal, medical, financial or political decisions;
- mislead clients about the way work was created.

17. Automated communication

AI systems that communicate directly with website visitors, clients or other people may not be introduced without prior approval from Laura Joe-de Bruine or Gabriel Joe. This includes:

- chatbots;
- automated direct messages;
- automated social media replies;
- AI telephone agents;
- autonomous email replies;
- AI avatars.

People must be informed when they are interacting directly with AI, unless this is already obvious from the context. An approved system should provide a practical way to contact a person when human assistance is needed.

18. Incidents and mistakes

An AI-related incident must be reported immediately to Laura Joe-de Bruine and Gabriel Joe. Examples include:

- sensitive information entered into an AI tool;
- confidential meeting information recorded by Granola;
- incorrect information published;
- a fabricated quotation or source;
- an unlabelled AI-generated photographic image;
- copyright concerns;
- discriminatory or harmful content;
- unauthorised use of a new AI tool;
- accidental automated publication;
- a client instruction concerning AI being ignored.

The content or processing must be stopped where possible. Your Digital Home will assess:

- what happened;
- what information was involved;
- who may be affected;
- whether content must be corrected or removed;
- whether the client must be informed;
- whether a provider must be contacted;
- whether a privacy or security procedure must be followed;
- how recurrence can be prevented.

19. Training and AI literacy

Your Digital Home completed AI training with Muurling in June 2026. This training forms part of the organisation's approach to responsible AI use. Professionals using AI on behalf of Your Digital Home must receive suitable information about:

- this policy;
- the limitations of AI;
- inaccurate or fabricated output;
- privacy;
- confidential information;
- copyright;
- human review;

- transparency;
- image authenticity;
- approved tools;
- incident reporting.

New professionals must be introduced to this policy before using AI for client work. Additional training or guidance will be provided when:

- a new tool is introduced;
- the law changes;
- new risks are identified;
- a serious incident occurs;
- a professional's role requires more specialised knowledge.

20. Review and changes

This policy will be reviewed at least once each year. An earlier review will take place when:

- a significant new AI tool is introduced;
- Your Digital Home changes how it uses AI;
- relevant legislation or official guidance changes;
- a client requirement reveals a gap in the policy;
- an incident shows that additional rules are needed.

Changes must be approved by Laura Joe-de Bruine or Gabriel Joe.

The latest approved version must be made available to all professionals covered by the policy.