

THE UNIVERSITY OF DEUSTO'S POSITION ON THE USE OF ARTIFICIAL INTELLIGENCE



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INTRODUCTION

Artificial Intelligence (AI) is a disruptive technology that is demonstrating its transformative potential across many aspects of society. The year 2023 marks the public emergence of so-called generative AI, which accelerates this process and has a significant impact on knowledge and language-based sectors, with ChatGPT and other text-generation tools complementing those that produce images, audio, or video. This rapid expansion and widespread adoption together create challenges for the University and many other sectors in addressing the phenomenon.

The possibilities and opportunities offered by AI are already significant and are expected to grow further. While analysing and integrating its positive effects, the University of Deusto stresses the importance of reflection and critical ethical judgement, ensuring that the adoption of technology is guided not by the mere availability of a service, but by its alignment with the public interest and its contribution to the common good.

Following the recommendations of the General Conference of the United Nations Educational, Scientific and Cultural Organization (UNESCO), as set out in the 2021 [“Recommendation on the Ethics of Artificial Intelligence”](#) and the 2023 report [“Harnessing the era of artificial intelligence in higher education: a primer for higher education stakeholders”](#); and in line with the 2018 [Deusto Declaration on Human Rights in Digital Environments](#), the University of Deusto issues this public statement, committing to the following principles:

- The primacy of human beings over all their creations, including technology, which exists to serve them.
- The integrity of the individual, beyond reducing people to mere data or objectifying them.
- The primacy of the common good over individual interests, however widespread or legitimate they may be.
- The defence of personal autonomy and responsibility against paternalistic or disempowering trends.
- Equity and universal justice in access to, protection of, and enjoyment of the goods and rights that enable a dignified human life.
- Special attention to the protection of minors due to their greater vulnerability and the impact that digital transformation has on their personal development and education.

UNIVERSITY OF DEUSTO'S PUBLIC COMMITMENT TO THE USE OF AI

The University of Deusto, in its engagement with the society it serves, is committed to identifying, analysing, and addressing the ethical challenges posed by the use of AI, both as an organisation and across its teaching, research, knowledge transfer, and internal management activities. This commitment is structured around the following key dimensions:

- Direct the use of AI towards achieving the justice outlined in the University's mission.
- Implement the necessary measures to identify the ethical challenges and specific risks arising from the use of AI.
- Critically analyse and provide well-founded justification for decisions regarding the use of AI-based tools in the university context, at all levels.
- Communicate the University's use of AI clearly and in an accessible manner, both internally and externally.
- Establish appropriate mechanisms to record the uses of AI in the University's activities and to monitor these uses, ensuring that ethical considerations are incorporated from the outset.
- Contribute to the training of professionals capable of identifying the ethical challenges of AI and responding in accordance with professional ethical principles.
- Work in collaboration with other universities and organisations to share best practices as the possibilities for applying AI in education evolve.
- Participate in public debate regarding both the consequences of AI capabilities and the legitimacy and motivations of the companies developing them.
- Train and support the entire university community to use AI tools effectively and responsibly in their everyday activities at the University.
- Support students so that they become familiar with the responsible use of AI.
- Ensure that the incorporation of AI-based services does not create gaps in access or use among students.
- Train those carrying out teaching activities so that they can help students use AI tools effectively and responsibly in their learning experience.

ETHICAL CONSIDERATIONS RELATED TO THE USE OF AI IN TEACHING AND LEARNING

In its teaching activities, the University of Deusto is committed to establishing a framework for the use of AI by academic staff and students that upholds the following principles:

- **HONESTY - INTEGRITY - TRANSPARENCY.** Academic staff and students must disclose the use of AI in any assessment activity or in any materials or activities within the teaching and learning process.
- **RESPONSIBILITY.** Academic staff and students must understand and assume the risks of using AI.
- **PRIVACY – DATA PROTECTION.** Academic staff and students must respect privacy, confidentiality, and data protection criteria when using AI.
- **SUSTAINABILITY.** Academic staff and students must take responsibility for balanced use of these systems, acknowledging their environmental impact and limiting their use, as far as possible, to tasks where it is justified.

Along with the following ethical commitments:

- **AUTHORSHIP.** Texts or other resources generated by AI must not be used literally; they should be reviewed, reworked, or supplemented.
- **VERIFICATION.** Academic staff and students must verify the accuracy of information obtained from AI-based sources, conducting critical checks supported by other traditional sources.
- **LEARNING COMMITMENT.** Students must engage in understanding and mastering activities in order to take responsibility for their learning and to assimilate both the process and the final outcomes achieved.
- **ASSESSMENT.** Assessment activities may include checks to ensure that students have properly understood the information obtained from AI-based sources and are able to defend and enrich that information.

- **DISSEMINATION.** Academic staff must communicate and demonstrate the ethical use of AI tools and the information they generate, helping students to use these tools appropriately and effectively, so that they contribute both to improved learning and to an ethical and critical understanding of their use.
- **BIASES.** Academic staff must actively work to minimise biases throughout the entire process.

ETHICAL CONSIDERATIONS RELATED TO THE USE OF AI IN RESEARCH

In its research activities, the University of Deusto is committed to creating a framework for the use of AI by research staff that respects the following principles:

- **HONESTY - INTEGRITY - TRANSPARENCY.** All researchers at Deusto must disclose the use of AI in their various research activities, both internally within the University and in any related publications or dissemination.
- **RESPONSIBILITY.** All research staff at Deusto must understand and assume the risks of using AI.
- **PRIVACY – DATA PROTECTION.** All researchers at Deusto must understand and assume the risks associated with using AI.
- **SUSTAINABILITY.** All researchers at Deusto must take responsibility for the balanced use of these systems, acknowledging their environmental impact and limiting their use, as far as possible, to tasks where it is justified.

Along with the following ethical commitments:

- **AUTHORSHIP.** AI-generated resources should be reviewed, reworked or supplemented.
- **VERIFICATION.** The accuracy of information obtained from AI-based sources must be verified through critical checks using other traditional sources.
- **RESEARCH COMMITMENT.** Researchers must actively engage in their work, taking responsibility for both the process and its outcomes.
- **BIASES.** Researchers must actively engage in their work, taking responsibility for both the process and its outcomes.

ETHICAL CONSIDERATIONS RELATED TO THE USE OF AI IN OTHER ACTIVITIES

In all other activities beyond teaching and research (knowledge transfer, administration, management, communication, etc.), the University of Deusto is committed to creating a framework for the use of AI by university staff that respects the following principles:

- **HONESTY - INTEGRITY - TRANSPARENCY.** All staff at Deusto must disclose the use of AI in their various work activities.
- **RESPONSIBILITY.** All staff at Deusto must understand and assume the risks associated with using AI.
- **PRIVACY – DATA PROTECTION.** All staff at Deusto must respect privacy, confidentiality, and data protection principles when using AI.
- **SUSTAINABILITY.** All staff at Deusto must take responsibility for the balanced use of these systems, acknowledging their environmental impact and limiting their use, as far as possible, to tasks where it is justified.

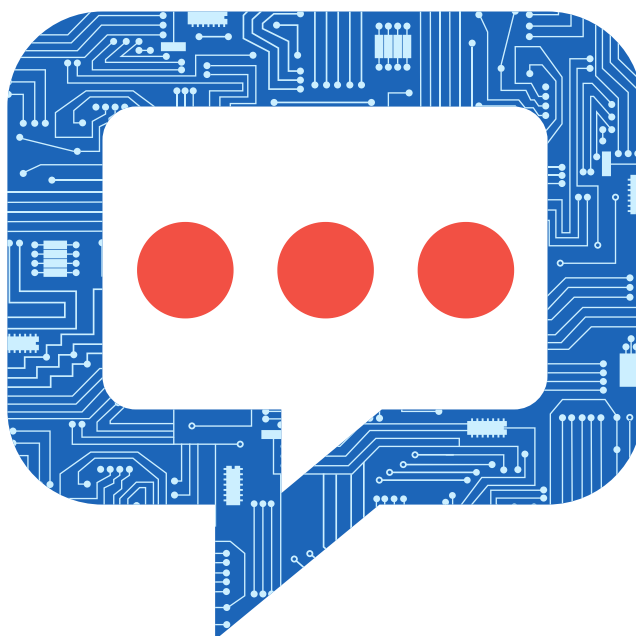
Along with the following ethical commitments:

- **AUTHORSHIP.** Texts or other resources generated by AI must not be used literally; they should be reviewed, reworked, or supplemented.
- **VERIFICATION.** The accuracy of information obtained from AI-based sources must be verified through critical checks using other traditional sources.
- **MANAGEMENT / ADMINISTRATION / COMMUNICATION COMMITMENT.** All staff at Deusto must engage fully in their work processes, taking responsibility for both the process and its outcomes.
- **BIASES.** All staff at Deusto must strive to minimise biases throughout all processes.

PROCESSES FOR THE IMPLEMENTATION AND UPDATE OF THIS DOCUMENT

As a core element within AI governance at the University of Deusto, its adoption involves establishing processes to ensure proper implementation, monitoring, communication (both internal and external), and review.

In addition, due to the rapid advances in AI systems and their applications, the University will establish the necessary mechanisms to ensure this position statement is kept fully up to date and adapted both to technological developments and to new regulatory frameworks as they emerge. It will also establish mechanisms to ensure the recurrent and effective communication of these principles.





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