

## Taiwan Public Television Service Foundation AI Usage Guidelines

### Preamble

With the rapid advancement of AI technology and its increasingly widespread and frequent application in the media, there are concerns that the misuse of said technology might lead to negative impact on society. Recognizing this, the Public Television Service Foundation has established these following AI usage guidelines. They serve as a benchmark for all personnel to employ AI techniques and tools, further facilitating the responsible and trustworthy development of AI in the field of communication.

### Basic Principles

The fundamental purpose of using AI technology in the communication industry is to enhance the quality of communication, establish a robust information web, and enable the media to effectively fulfill functions like informing, educating, and entertaining. Therefore, the following basic principles must be upheld to ensure that AI technology can be developed and used in a trustworthy and responsible manner.

- **Respect for Human Autonomy:** When interacting with AI technology, one must be able to maintain a full and meaningful autonomous space. This implies that the functional allocation between humans and AI should follow human-centered design principles, ensuring humans maintain a decision-making and supervisory role throughout the workflow.
- **Avoid Harm:** The use of AI should not adversely affect people or the environment. Usage must be safe and reliable, operations must be robust and sturdy, and applications should not be malicious. Furthermore, minority groups should receive more attention and participate in the development and use of AI.
- **Fairness and Common Good:** The application of AI must ensure the equitable distribution of benefits. It should protect individuals and groups from prejudice, discrimination, and stigmatization, promoting a society of common good. There should be processes that allow for the questioning of decisions made by AI systems and their operators, and also ways to seek effective remedies to said decisions.
- **Transparency and Accountability:** AI workflow must be as transparent as possible, with mechanisms in place to ensure the accountability of AI systems and their outcomes. For those directly and indirectly affected by AI applications, the results

and decisions derived from AI technology should be as interpretable as possible. Remedial measures should be adequate and easily accessible.

● **Upholding Public Value:** The process and results of using AI should reflect public media's values of accuracy, diversity, quality, and innovation, while also respecting fundamental human rights and dignity, ensuring trustworthiness.

**Operational Guidelines:**

1. Do not broadcast news reports and program content generated with the assistance of AI without review or confirmation.
2. When broadcasting AI assisted news reports and program content, appropriate disclosure or explanation must be provided to the audience.
3. When news reports use facial or vocal recognition tools, they must adhere to the reporting and consultation procedures stipulated in the "Public Television Service Foundation Program Production Guidelines" and obtain approval from the relevant management.
4. Program production and news reporting should ensure factual accuracy and avoid bias. Multiple sources of information should be adopted, and not solely rely on AI-generated messages.
5. When using AI tools, care should be taken regarding the completeness of the database to prevent cognitive biases or perpetuating existing prejudices due to flawed data sources.
6. Special attention should be paid when using AI to generate images to avoid infringing upon someone else's portrait rights. One should not use AI to generate text or images for news reports and program content without full disclosure and following the reporting and consultation procedures set out in the "Public Television Service Foundation Program Production Guidelines," and obtaining approval from the relevant management.
7. Unless under special circumstances and with the consent of the creator, while also following the reporting and consultation procedures stipulated in the "Public Television Service Foundation Program Production Guidelines", AI must not be used to recreate the voice or image of any news reporter, anchor, host, or celebrity.
8. When using AI, respect for privacy and data protection should be paramount. One must establish and ensure proper data governance mechanisms, considering both the quality and completeness of the data and ensuring the legitimacy of data usage.
9. Use of AI should comply with legal regulations, including but not limited to

data protection, privacy, copyright, ethics, and other laws.

10. All personnel of the Public Television Service Foundation should not input confidential or unpublished content into generative AI tools for any reason.
11. The electronic email addresses, credentials, or phone numbers of the Public Television Service Foundation should not be used to create AI related app/platform accounts.
12. All personnel of the Public Television Service Foundation should ensure that account logins are secure, ensuring AI related accounts are not compromised. All third-party tools and technologies used for AI should have multi-factor authentication to prevent hacking.
13. The upper management of the Public Television Service Foundation have the responsibility to ensure their teams understand and adhere to the AI usage guidelines. When necessary, they should report to the Public Television Service Information Department.
14. The Public Television Service Foundation Information Department is responsible for negotiating, approving, and recording the AI tool (system) list, ensuring authorized tools and required training for application or technical capabilities.
15. AI systems need to be resilient and secure. There should be backup plans in case of issues, ensuring accuracy, reliability, and repeatability to minimize and prevent accidental harm.