

AI USE PRINCIPLES FOR EXTERNAL RELATIONS & COMMUNICATIONS AT THE UNIVERSITY OF CALIFORNIA OFFICE OF THE PRESIDENT

External Relations & Communications (ER&C) uses the following principles to ensure responsible use of AI in its work. These principles are grounded in the [UC Responsible AI Principles](#) that govern AI adoption across the UC system and have been developed in consultation with the UC AI Steering Committee and relevant university policies.

- **Human Accountability and Judgment:** AI tools can assist human decision-makers but they do not replace human review. ER&C staff ensures that all materials produced with the help of an AI tool or system comply with UC policies, legal requirements, accessibility standards, and relevant regulations. ER&C staff remain accountable for all work produced, whether or not AI tools were involved.
- **Transparency and Appropriate Disclosure:** ER&C uses AI tools when appropriate to improve efficiency, while maintaining a “human in the loop” approach. ER&C will add a disclosure in instances when AI is the primary producer for content.

Given the rapid pace of AI development, these principles will be regularly reviewed and updated to remain relevant and effective. For more information on AI use guidelines at UC, please visit our [Tools and Resources](#) page.