AI Use Policy

1. Overview

*As artificial intelligence (**AI**) becomes increasingly integrated into educational tools and resources, it is essential to establish clear guidelines for ethical, effective, and responsible use of various tools.*

When does this AI Use Policy apply?

We are **The Case Study Lab** (V.C Blakston & M Veljkovic ABN 48 584 758 367 553) **(The Case Study Lab**, **we**, or **us**), and this document is our **AI Use Policy**.

○ You accept this AI Use Policy by buying products and services from us, or using one or more of our AI Tools.

○ Our **Privacy Policy** and our **Site and Product Terms** (available from our website, *thecasestudylab.com.au)* also apply to your use of our AI Tools.

Unless defined in this Policy, words that start with a capital letter have the meaning given to them in our Site and Product Terms

○ **AI Tools** means the Resource type artificial intelligence tools that we give a customer access to as part of a Service or Resource that a customer buys from us.

2. Purpose of this Policy

This policy aims to provide clear guidelines for our customers to help them make the most of our AI tools while ensuring respect for our intellectual property and our standards for integrity, as well as setting clear expectations of user responsibilities.

3. Intended use

Intended use and purpose

Our AI Tools are designed to enhance educational experiences by providing guidance aligned with the Victorian Business Management VCE curriculum.

○ Our AI Tools are intended to supplement traditional educational methods, providing insights and assistance within the scope of their training data, and offering interactive and accessible resources.

○ They are **not** a substitute for personalised teacher guidance or independent study.

4. Limitations

Our AI Tools are designed to provide assistance based on the data we trained them on.

By using our AI Tools, users acknowledge:

○ The tools may not always provide accurate or comprehensive answers, and

○ Responses are limited to the scope of their training and do not replace human guidance or decision-making.

5. Tool specific details

As part of our commitment to transparency, we provide a guide to each AI Tool that we make available for Customers.

○ The guide contains answers to common questions about our tools including what data a tool was trained on, the purpose of the tool, whether a tool has been created with child safety in mind, and how personal information and other data is stored (if at all).

6. User expectations and responsibilities

Not all organisations allow the use of AI Tools

It is each user's responsibility to understand the rules and expectations around technology use at the organisation where they work or study.

What we expect of users

We expect all users of our AI Tools to:

○ **Use** the AI Tools solely for their intended, individual educational purposes.

○ **Engage** with the AI Tools in a professional and respectful manner.

○ **Verify** the AI Tools' responses and output with reliable sources or seek clarification from others (such as teachers).

Ethical use

Users must adhere to **ethical practices** when interacting with AI tools. Examples of ethical practices include:

○ **Honesty:** Only use the AI Tools for their intended educational purposes, such as exploring curriculum topics or practicing problem-solving.

○ **Attribution and acknowledgment:** Properly cite any AI-generated content used in assignments or presentations, following academic guidelines.

○ **Verification of Information:** Cross-check AI-generated responses with trusted and credible sources to ensure accuracy, especially for critical or factual information.

○ **Non-misrepresentation:** Avoid presenting AI-generated content as your own work or as human-generated without disclosure.

○ **Respectful interaction:** Use polite, professional language when interacting with AI tools, fostering an environment of respect.

○ **Avoid misuse:** Do not use AI tools to generate inappropriate, harmful, or offensive content, or for activities such as cheating or bypassing academic rules.

○ **Data privacy respect:** Avoid entering sensitive, personal, or confidential information into AI tools.

7. Use that is <u>not permitted</u>

Users are **not permitted** to:

○ Use AI tools to cheat on assignments or exams.

○ Submit inappropriate or harmful content.

○ Misrepresent identity or intent while using the tools.

○ Exploit the tools for illegal or unethical purposes.

○ Attempt to hack or bypass the tools' safeguards.

○ Use tools to spread misinformation or harmful content.

○ Spam, offensive language, or attempts to manipulate the AI Tools are also prohibited.

8. Privacy and data collection

Generally, we aim to ensure our AI Tools do not have access to or store any **Personal Information** from users.

○ The AI tools collect limited data to improve functionality and ensure a positive user experience.

○ Data collected may include usage logs and metadata.

○ We use the following principles to govern the ways we use data entered into our AI Tools:

    – Entered data is used solely for educational and technical improvement purposes.

    – We do not store entered data.

See our Privacy Policy on our Site for more details on how we use and manage Personal Information.

9. Attribution and transparency

Transparency and proper attribution when quoting AI-generated outputs are essential for academic and professional integrity.

Our AI Tools use **pre-defined training data** to generate responses.

○ This means users must be careful to use proper attribution when quoting responses in academic or professional settings.

○ If AI Tool responses are used to supplement or inform assignments, users must integrate them responsibly by referencing the **original** sources and clearly identifying the AI tool's contribution.

This means, appropriately referencing the original source not the AI Tool in the relevant citation format.

○ If appropriate, acknowlede use of AI when citing responses in full.

(e.g., "Generated by [Chatbot Name], version [X.XX], on [date]").

10. Feedback

○ We know we won't always get things perfect, so we appreciate your feedback to improve.

○ We encourage feedback on AI Tools' and you can give feedback or report issues by contacting: info@thecasestudylab.com.au.

11. Review and Updates

○ We'll review this policy will regularly.

○ We may make changes to reflect changes in technology, legal requirements, and user feedback.

12. Support for Customers

○ If you are a Customer, some technical support may be available for troubleshooting and using our AI Tools.

○ For questions or notices, please contact us: info@thecasestudylab.com.au

Policy last updated: January 2025