
SRG's national AI principles

Preamble

SRG is following the developments in the field of artificial intelligence (AI) with great interest. Generative AI in particular is bringing about significant changes in the media sector and opening up an array of possible uses.

SRG utilises the potential of AI, for example to increase efficiency, while minimising the risks. The use of AI is based on clear rules, transparency, and human responsibility. Responsibility for this use lies with all SRG employees who use AI as a work/tool.

High-quality journalism is SRG's greatest asset. The use of AI – like other technologies – is never an end in itself, but should always be used to maintain or enhance quality.

Wherever the advantages of AI are utilised within SRG, legal requirements (such as copyright and data protection law) and the ethical standards that underpin the public service mandate are complied with. This is necessary in order to maintain and consolidate the important relationship of trust with audiences.

Responsibility

When using AI, responsibility always lies with humans. AI is no substitute for human expertise. It merely serves as a work tool. Anyone who uses AI must check the accuracy of the generated output and the quality of the processes.

Transparency

SRG is transparent in its use of AI. Content that is largely AI-generated is labelled as such when published. The details are set out in the journalistic guidelines of SRG's Enterprise Units.

Confidentiality

Confidentiality must be respected when using AI. In particular, no personal data, copyrighted content or SRG commercial secrets may be fed into AI tools that have not been checked and approved.