



## **Artificial Intelligence Usage Policy for BSB Employees and Course Instructors** *(Administrative Staff, Educational Supervisors, and Teachers)*

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### **1. Preamble and Objectives**

Artificial intelligence (AI), and in particular generative AI (GAI), offers significant opportunities in terms of creativity, efficiency, and pedagogical and administrative innovation. The rapid advancement of AI systems represents a major technological breakthrough today. The judicious use of these tools offers new possibilities, including the following examples:

- Ability to process large volumes of data in a matter of seconds
- Automation of repetitive and time-consuming tasks
- Optimization of work time for higher-value-added tasks
- Predictive analytics based on reliable data
- Better risk anticipation
- Real-time anomaly detection
- Improved communication tools
- Enhanced service quality
- Fostering team creativity and innovation.

BSB already uses AI in some of these initiatives and aims to advance further in this area. However, its use also raises risks (data protection, bias, spread of fake news, reliability, intellectual property, environmental impact, etc.) that must be anticipated and managed. By regulating its use, BSB creates a trusting environment conducive to experimentation and the development of everyone's digital skills.

Artificial intelligence (AI) refers to all computer systems or programs capable of performing tasks that normally require human intelligence, such as analysis, prediction, recognition, reasoning, planning, or decision-making. AI encompasses both simple algorithms and complex models capable of learning from data, adapting their behavior, and generating original content (text, images, music, etc.), known as generative AI (GAI).

This charter aims to:

- Provide a framework for the use of AI by the school's employees (administrative staff, educational supervisors, and teachers) and its adjunct instructors.

- Promote responsible, ethical, and secure use that complies with regulations and BSB’s values (entrepreneurial spirit, integrity, excellence, diversity, impact, and community engagement).
- Prevent misuse and ensure the quality, integrity, and transparency of AI-assisted outputs.

This charter applies to any use by a BSB employee or adjunct instructor of a BSB professional tool (connection to BSB servers or network, BSB data, computer, BSB email, etc.), whether on one of BSB’s campuses, while working remotely, or on an off-site assignment.

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## **2. Guiding Principles**

### **2.1. Individual and Collective Responsibility**

- Every BSB employee and lecturer-contractor is responsible for their use of AI tools and for validating the content generated and disseminated. They agree to comply with the rules set forth in this charter, as any inappropriate use would pose collective risks.
- The use of AI must never replace human expertise, but rather complement it.
- This responsibility is rooted in a culture of trust: every employee and lecturer contributes, through their choices and vigilance, to building a robust AI culture that benefits the entire BSB community. The goal is not to restrict usage but to ensure that it adds value and is protected from risks.

### **2.2. Transparency and Traceability**

- Any use of an AI tool in a professional context must be reported to the Information Systems Department (ISD) via the “tool declaration” form in [the Hub](#).
- Only AI tools approved by the IT Department may be used. It is prohibited to use AI tools with a personal account on a work computer.
- Content generated or modified by AI (documents, educational materials, communications, etc.) must be reviewed, validated, and, where applicable, cited in accordance with the applicable rules to ensure that it is free of bias or errors (hallucinations).
- There are several levels of AI assistance; only those at Level 4 must be explicitly mentioned:
  - **Level 0:** no AI assistance.
  - **Level 1:** assistance with preparation (ideas, documentation).

- **Level 2:** assistance with organization or revision (feedback, critique).
- **Level 3:** assistance with partial drafting (rewriting, structuring, occasional translation).
- **Level 4:** majority of content produced by AI (complete translation).
- Content generated automatically by an AI agent must be explicitly stated.
- For example, the following wording may be used: “This document was produced with the help of Copilot and verified by ...”.
- Transparency regarding the use of AI tools not only ensures the quality of the outputs but also facilitates the sharing of best practices, encourages responsible innovation, and highlights exemplary uses within the school.
- Explicitly stating the levels of AI assistance helps build trust in the resulting work and demonstrates the effort to achieve a virtuous blend of human expertise and digital tools.

### **2.3. Data Protection and Confidentiality**

- Under no circumstances may an employee transmit confidential, strategic, or personal data to a consumer-grade AI tool from a BSB tool.
- It is strictly prohibited to enter company data into an AI tool not approved by BSB’s IT Department.
- It is prohibited to enter sensitive data (religion, health status, sexual orientation, political opinions, etc.) as defined by the GDPR into an AI tool without anonymizing it (see appendix).
- Whenever possible, employees must anonymize data entered into an AI tool. If this is not possible, consult the DPO.
- In any event, the processing of personal or sensitive data must strictly be carried out within the scope of the processing purposes in accordance with the applicable legal basis. In case of doubt, consult the DPO.
- Data protection is one of BSB’s top priorities. By applying these rules, every employee and course instructor contributes to maintaining a secure digital environment that respects individuals and complies with the most stringent standards.
- These practices also strengthen the school’s credibility with its partners, students, and French and international institutions.

### **2.4. Ethics, Integrity, and Compliance with the Law**

- The use of AI must adhere to the principles of academic and professional integrity, legal compliance (image rights, copyright, etc.), fairness, inclusion, and non-discrimination.
- Any attempt at fraud, plagiarism, improper use, or concealment of AI use is subject to disciplinary sanctions as provided for in the internal regulations in accordance with legal and contractual provisions.
- These requirements also provide an opportunity to promote an exemplary culture of integrity and transparency in our use of technology. They help strengthen the academic quality of our teaching, the trust of our partners, and the school's reputation.

## **2.5. Digital Moderation and Environmental Impact**

- The use of AI should not be systematic, but rather reasoned, relevant, and limited to cases that yield significant efficiency gains, taking into account its environmental impact in accordance with BSB's values and CSR commitments.
- By adopting a reasoned approach, BSB and its staff affirm their commitment to responsible digital practices, aligned with the school's CSR ambitions. Every thoughtful use of AI helps reduce our environmental footprint and promote a model of sustainable innovation.

## **2.6. Training and Support**

- The employee agrees to seek support from stakeholders involved in AI governance within BSB (Manager, CIO, DPO, Educational Steering Committee, etc.) in case of doubt.
- BSB encourages its employees to stay informed and take general training courses on the uses, limitations, and risks of AI.
- BSB may also offer specific training courses in which the employee must participate as part of their training plans.
- BSB aims to make AI a tool for learning and a driver of professional growth. The training offered is designed to enhance autonomy, mastery of tools, and each individual's ability to leverage the potential of AI in a relevant and secure manner.
- Support from the IT Department, the Learning Lab, and the DPO ensures that every employee feels supported in their use of AI and empowered to drive their own professional growth.

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## **3. Oversight of Educational and Research Uses**

- The use of AI in educational activities must comply with the academic regulations or any other document produced by BSB in the context of the courses taught there, such as the *faculty handbook*, for example.
  - The oversight of AI use in teaching and research aims to ensure academic quality while upholding ethical standards and enabling faculty members—both employees and contractors—to integrate these tools in a creative and innovative manner that meets student expectations and adapts to evolving professional demands.
  - In the context of research activities, AI is used exclusively as an assistive tool and cannot replace the researcher’s intellectual contribution. The researcher remains fully responsible for:
    - methodological choices,
    - the analysis and interpretation of results,
    - the scientific validity of the research outputs,
    - as well as compliance with applicable ethical, legal, and professional standards.
  - Any use of Level 4 AI in a scientific output (article, report, thesis, HDR, presentation) must be transparent, traceable, and, when required by academic standards, explicitly mentioned, in accordance with the requirements of journals, institutions, and funders.
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#### **4. Reporting, Review, and Sanctions**

- Any incident, non-compliant use, or detected vulnerability must be reported immediately to management and the relevant department (IT Department, DPO).
  - Failure to comply with this charter may result in disciplinary sanctions in accordance with the school’s internal regulations and applicable legal and contractual provisions.
  - The purpose of reporting is not to impose sanctions, but to ensure collective protection. It serves as a tool for shared vigilance aimed at the continuous improvement of our digital practices.
  - Regular review of the charter allows us to keep pace with technological advancements and incorporate feedback from the field, ensuring the framework evolves in line with the teams’ actual needs and regulatory requirements.
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## 5. Commitment

In accordance with this charter, every BSB employee and lecturer-contractor agrees to:

- Comply with the principles and rules set forth herein.
- Use AI in a responsible, ethical, and transparent manner.
- Contribute to fostering an AI culture that respects the school's values.

This charter applies to all employees and lecturers and takes effect one (1) month after its initial distribution and completion of filing formalities.

By adhering to this charter, each employee and subcontractor serving as a lecturer contributes to building an innovative, responsible, and protective work environment. This collective commitment strengthens the quality of our work and the consistency of our practices within BSB.

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### Appendices:

- Key Contacts
  - CIO:[dsi@bsb-education.com](mailto:dsi@bsb-education.com) ,
  - DPO:[dpo@bsb-education.com](mailto:dpo@bsb-education.com) ,
  - Learning Lab:[learning.lab@bsb-education.com](mailto:learning.lab@bsb-education.com) ,
  - Hub: <https://hub.bsb-education.com/hc/fr>
- Sensitive data constitutes a specific category of personal data.

This includes information revealing a person's alleged racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, as well as the processing of genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health, or data concerning a natural person's sex life or sexual orientation.

The GDPR prohibits the collection or use of such data, except, in particular, in the following cases:

- if the data subject has given explicit consent (an active, explicit, and preferably written act, which must be freely given, specific, and informed);
- if the information has been manifestly made public by the data subject;
- if it is necessary to protect human life;
- if its use is justified by the public interest and authorized by the CNIL;
- if it concerns members or affiliates of a political, religious, philosophical, or trade union association or organization.