

# Te Kunenga ki Pūrehuroa Massey University

## Generative Artificial Intelligence (GenAI) Usage Guidelines for Staff

The purpose of these Guidelines is to provide high-level direction for staff (i.e. professional, academic, permanent, fixed-term, part-time) when using and responding to Generative Artificial Intelligence (hereafter 'GenAI') as part of activities conducted under the auspices of Te Kunenga ki Pūrehuroa Massey University.

While there are many definitions of GenAI, the definition used to inform these Guidelines is:

*Generative artificial intelligence (GenAI) is a type of artificial intelligence that can autonomously generate content such as text, images, videos, or software code from human prompts. It uses complex machine learning models that are trained on large sets of data and respond with relevant content to natural language prompts.*

These guidelines seek to offer a balanced approach to GenAI adoption that enables staff to embrace new technologies while supporting the ethical and responsible use of GenAI tools in the everyday work of staff across the University. They are in turn underpinned by (a) the University's commitment to ensuring quality and rigor in our teaching, research, and related work; and (b) academic integrity, a guiding principle of academic life, which refers to acting with honesty, responsibility and openness in all academic activity, outputs, and relations with others.

While these Guidelines speak to work beyond teaching and learning, including research, they should be read in conjunction with the University's [Use of Artificial Intelligence in Assessment Policy](#).

The University, through its staff, has a responsibility to ensure that we are preparing students and emerging researchers for the future world of work, much of which will involve navigating and using GenAI tools; we need, therefore, to encourage informed and considered uses of appropriate GenAI tools for learning, teaching, research, and administrative work. This technology has the potential to improve accessibility, personalise learning and stimulate creativity while supporting educators with their teaching. GenAI has the potential to support research activities by fostering innovation and new ideas while accelerating the discovery process. It can also enable productive gains through enhancing efficiency, improving workflows, and simplifying data management within the University.

Alongside the opportunities that GenAI affords, there are a range of issues and risks that need to be mitigated. These include issues of privacy and security, access and equity, Māori data sovereignty (i.e., consideration must be given to what the use of GenAI means for Māori), ethical use, transparency and accountability, and research conduct.

There are significant ethical issues surrounding how GenAI tools produce their outputs. All GenAI tools are trained by exposure to large sets of data. This raises issues of ownership, authorship, and reliability of output which need to be considered when using these tools. This is particularly relevant to Massey University as a Te Tiriti-led organisation, especially regarding issues of Māori data sovereignty (see for example [this resource](#)).

Similarly, in cases where work is shared with free GenAI tools (e.g., through uploading student submissions), there is currently no control over that information once it has been shared. The uploading of information to GenAI tools can lead to potential breaches of Aotearoa New Zealand law, as well as university policies. As such, staff need to consider carefully before sharing information with GenAI tools. Reading the terms and conditions of GenAI tools to verify if the data will stay confidential and avoiding the sharing of sensitive data should be two of the primary concerns of any user affiliated with the University.

The intent of this document is to ensure that staff are informed of the sensitivities and risks around using GenAI tools in course of their duties. Given the sensitive nature of information to which staff have access and the legal constraints under which the University operates, staff must ensure they follow University policies when using GenAI tools. Staff uploading data to GenAI tools or using GenAI tools as part of their research, teaching and/or professional duties will need to ensure that their activities comply with University policies.

Seven high-level guidelines that apply across all areas of University business are outlined in this document. The information under 'Applying the Guidelines' is not intended to be exhaustive, but to offer guidance on the range of issues that need to be taken into consideration in understanding and using GenAI responsibly.

Guidelines	Applying the Guidelines
<p><b>1. Privacy and Security:</b> Potential privacy and data security risks are considered and addressed by staff planning to use and when using a GenAI tool.</p>	<p>1.1 Staff using GenAI tools are responsible for establishing the classification of any data or material they upload or otherwise input, in accordance with the University's <a href="#">Information and Technology Security Policy</a>.</p> <p>1.2 In choosing to use a particular GenAI tool, and in deciding whether to input any data or material to any such tool, staff are responsible for ensuring that their actions comply with the classification level of that data or material under the Information Security Classification Framework (see <i>Information and Security Policy</i> for more detail). This includes any personally identifiable information, and any data or material inputted for the purpose of the creation of communications with students or staff, and any form of appraisal of student or staff performance (e.g. performance evaluations).</p> <p>1.3 Staff are advised to take a precautionary approach to upload or otherwise inputting data or material to any GenAI (including a controlled GenAI) tool, defined as one where inputs are not used for any other purpose by the provider, including no use of the data for further training of the GenAI tool, and should take care to ensure that they do not upload, or input data classified as 'In Confidence' or 'Sensitive'. As a rule, the following apply:</p> <ul style="list-style-type: none"> <li>• <i>Public Data:</i> Any appropriate GenAI tool may be used.</li> <li>• <i>Unclassified Data:</i> Only services solely controlled by Massey University may be used (e.g., Copilot when logged in with your Massey account).</li> <li>• <i>In confidence and Sensitive Data:</i> May not be uploaded or used with any GenAI tool.</li> </ul> <p>1.4 A <a href="#">Privacy Impact Assessment</a> (PIA) may need to be completed if staff use of GenAI is likely to include personal information about the University's data subjects (e.g., students, staff, contractors, research participants, alumni etc.). A PIA should be completed before uploading or inputting any data or material that contains Personal Information. The completed PIA is emailed to the Privacy Officer at <a href="mailto:privacy@massey.ac.nz">privacy@massey.ac.nz</a> for consideration.</p> <p>1.5 Staff users of GenAI tools also need to check that they are complying with the <a href="#">Secure Cloud Procurement and Use Policy</a>, including restrictions on opening cloud service accounts and entering into cloud service contracts that will initiate new vendor relationships without the direct approval of the CIO.</p>

	<p>1.6 Staff who consider that their own data or material has been uploaded, inputted or otherwise used to train a GenAI tool without authorisation, or who become aware of GenAI activity related to personal information, can report this to the University via the <a href="#">Data Breach notification form</a>.</p>
<p><b>2. Access and Equity:</b> Staff and students experience inclusive and equitable access to and training around GenAI tools and resources.</p>	<p>2.1 If the use of a particular GenAI tool has been approved for use by the University and is used in teaching, the University needs to ensure that all students have equitable and equal access to that tool and, where this is not possible, provide alternatives.</p> <p>2.2 It is unfair to require students to use a GenAI tool for which subscription/payment is required unless students have been advised of this condition prior to enrolment.</p>
<p><b>3. Ethical Use and Social Responsibility:</b> GenAI tools are used in ways that are ethical, non-discriminatory, and prevent harm against minority and vulnerable groups.</p>	<p>3.1 Users of GenAI tools should familiarise themselves with the limitations and/or the possibility of inherent bias and stereotypes (based on, for example, ethnicity, cultural background, gender, disability, age) within the tool prior to use, and these limitations should be acknowledged and actively countered in any use.</p> <p>3.2 Where GenAI outputs are used to inform teaching, they should be critically assessed before being used in class and/or disseminated as materials or other resources to identify and rectify any bias e.g., stereotypical presentation of certain groups, invisibility of certain groups.</p> <p>3.3 Review of course learning outcomes, activities, assessment tasks, marking criteria etc., may be necessary to incorporate the ethical use of GenAI, or to indicate when use is not permitted.</p>
<p><b>4. Transparency:</b> Massey University staff and students always know when GenAI is used to make decisions that impact them, especially if it relates to their rights.</p>	<p>4.1 Where materials have been created with the assistance of, or exclusively using GenAI tools (including text, images, video, apps, etc.), this should be disclosed and clearly explained to affected parties in the most appropriate manner (which may include: an attestation as required by a journal or style guide; completion of a template or attestation attached to an article submission; acknowledgement in Stream sites, course guides or other materials to clarify what tools were used and for what general purpose, etc.).</p> <p>4.2 Learning materials designed for students (e.g., assessments, learning activities) should clearly outline permitted GenAI uses, referring to University policies where relevant.</p>

	<p>4.3 The use of GenAI tools in programmes of study should be clearly communicated to relevant external partners, such as professional bodies, accreditation bodies and other appropriate community members.</p>
<p><b>5. Accountability:</b> Massey staff are responsible and accountable for all decisions and actions associated with their use of GenAI tools.</p>	<p>5.1 The person responsible for a decision is accountable and responsible for validating the GenAI output prior to use of that output to inform university processes and remains responsible when GenAI is used to aid their decision.</p> <p>5.2 It is the responsibility of research supervisors to promote a culture of integrity among research students by having open conversations about the appropriate use of GenAI in research.</p> <p>5.3 Research leaders (Principal Investigators), lead and/or corresponding authors or lead inventors are considered responsible for communicating expectations around use of GenAI tools and outputs to their research colleagues and students, and ultimately bear the consequences of any associated intentional or incidental errors.</p> <p>5.4 GenAI cannot assess risks to research participants or researchers, nor obtain consent from participants; it is the responsibility of researchers to identify risks and ensure their safety and that of their participants.</p> <p>5.5 The University acknowledges that GenAI tools and the uses to which they may be applied continue to develop. In this regard, the University is responsible for providing training and support for both staff and students to become AI literate and (where appropriate) to ensure staff can support students to use GenAI responsibly, safely and ethically.</p>
<p><b>6 Mātauranga Māori and Māori Data Sovereignty:</b> Decisions about the use of GenAI are undertaken in consultation with Māori to ensure that the mana and dignity of the people who share their data are respected and upheld.</p>	<p>6.1 The University acknowledges that mātauranga Māori and Māori data is an evolving ancestral inheritance that is a taonga protected under Te Tiriti o Waitangi.</p> <p>6.2 The University acknowledges that under tikanga Māori, Māori communities or Māori individuals have certain conditional rights and obligations regarding the use of and access to mātauranga Māori or Māori data, and that these rights and obligations are contingent upon fulfilling kaitiakitanga obligations.</p> <p>6.3 The University acknowledges that mātauranga Māori or Māori data introduced or shared with the University remains subject to the kaitiakitanga obligations and principles required by the originating communities or individuals.</p>

	<p>6.4 The University acknowledges that the originating Māori community or individual has the primary interest, as kaitiaki, over mātauranga Māori or Māori data and as such the University is committed to ensuring that the sharing, promotion and innovation of mātauranga Māori or Māori data respects and enhances the cultural and spiritual integrity of the originating community or individual.</p> <p>6.5 Users of GenAI tools that incorporate mātauranga Māori or Māori data are responsible for supporting the originating communities or individuals to fulfil kaitiakitanga obligations.</p> <p>6.6 Users of GenAI tools that incorporate mātauranga Māori or Māori data are responsible for ensuring that decisions regarding what is and is not appropriate use of mātauranga Māori or Māori data is best determined by the originating communities or individuals.</p> <p>6.7 Users of GenAI tools will not assume any proprietary interest of mātauranga Māori or Māori data.</p> <p>6.8 Users of GenAI tools are responsible for ensuring that no GenAI tool will assume any proprietary interest of mātauranga Māori or Māori data. Where the user cannot determine whether the particular GenAI tool will claim any proprietary interest in mātauranga Māori or Māori data, the user is responsible for seeking advice from responsible decision makers (Office of the DVC Māori) within the University and the kaitiaki of the mātauranga Māori or Māori data as originating communities or individuals before using GenAI tools.</p> <p>6.9 The University recognises the innovative and commercial potential of mātauranga Māori or Māori data. The University accepts that commercialisation of mātauranga Māori or Māori data remains subject to obligations of kaitiakitanga. Therefore, any plans to commercialise any outcome from the use of a GenAI tool that incorporates mātauranga Māori or Māori data must require consent from the kaitiaki on fair and equitable benefit-sharing terms.</p>
<p><b>7 Research publishing and ethical research conduct:</b> GenAI tools are used in full knowledge of the risks and implications and in such a way as to uphold the principles of research integrity.</p>	<p>7.1 Researchers should exercise caution when relying on GenAI tools to assist them with research functions including literature reviews, grant applications and award nominations, ethics applications and theses, and should be aware that such tools can generate false, skewed, biased or misleading outputs and, in some situations, may be considered plagiarism.</p> <p>7.2 It is the responsibility of all researchers to ensure that any use of AI in the design, development, review and publication of their research/creative outputs complies with the University <a href="#">Code of Responsible Research Conduct</a>.</p>

- 7.3 The use of GenAI in relation to research involving human participants remains subject to the Code of [Ethical Conduct for Research, Teaching and Evaluations Involving Human Participants](#), in particular provisions relating to: consent, privacy and confidentiality; data governance, ownership and custodianship, data sharing and disposal of data.
- 7.4 Staff conducting research or supervising research students should familiarise themselves with policies for the use, definition of ‘authorship’, ‘originality’ and appropriate disclosure of GenAI in journals and other publication venues, and of funding and awards bodies.
- 7.5 Researchers need to be aware of potential loss of Intellectual Property, mātauranga Māori and Indigenous knowledges from uploading or inputting to GenAI tools raw data, images, prototypes or funding applications that contain original research not yet published or patented.
- 7.6 Staff conducting research or supervising research students should consider the privacy and ethical implications in uploading manuscripts, draft chapters, or other work by colleagues and/or students (whether Massey or external to the University) to a GenAI tool, as doing so may violate the authors’ confidentiality and Intellectual Property rights and, where the material contains personally identifiable information, may breach data privacy rules or research ethics codes.
- 7.7 The critical thinking and original assessment needed for the evaluation, assessment and approval of postgraduate student research (including theses or portions of theses) is outside of the scope of GenAI tools as there is a high risk that the technology will generate incorrect, incomplete or biased conclusions.