

Statement on the Ethical Use of Artificial Intelligence in Career Planning, Job Applications and Assessment Processes

This statement is designed to support service users, internal and external stakeholders, understand how to make effective and ethical use of artificial intelligence tools available to service users, alongside outlining how we expect employers to commit to transparency and integrity in their deployment of technology in recruitment processes.

This statement should be read alongside [King's Guidance on Generative AI for Teaching, Assessment and Feedback](#), [Academic Honesty & Integrity Policy](#), [Digital Education Policy](#) and [IT Acceptable Use Policy](#) which are institutional policies held on the Policy Hub.

Introduction

King's Careers & Employability is committed to leveraging the potential of generative artificial intelligence (AI) to enhance our provision. The University has published [wider definitions of Generative AI](#) which explore the scope and context for this wider technology.

With its increasing influence in the job market, it is critical that individuals are equipped with the education and awareness to best support their own career thinking, and this policy outlines our principles and guidelines for the ethical use of AI, ensuring fairness, transparency, privacy and accountability.

We believe that AI can be used positively to support our users and stakeholders, enabling all parties to make informed decisions, maintain integrity and contributed positively to their knowledge, attributes and skills whilst upholding equity and authenticity.

King's Careers & Employability

1. Equity and Bias Mitigation

- a. We will ensure that any AI systems purchased are designed and implemented in a manner that is fair and unbiased, treating all individuals equally regardless of their personal characteristics, including but not limited to race, gender, age, or socioeconomic background.
- b. We will work with King's Procurement to ensure that adoption of any new generative AI software is carried out using the standardised procurement processes, including an Equality Impact Assessment.
- c. We will ensure that any use of AI within our own careers education, workshops and activities is available across geographic location and its usage will never be a requirement for formative or summative assessment of any work-based or work-related learning.
- d. We will regularly evaluate our supplier tools to ensure the AI algorithms and models to identify and mitigate any potential biases that may exist in the data used for training and the outputs generated. We will strive to procure AI tools that are inclusive and unbiased.
- e. We will use AI responsibly, adhering to ethical principles, legal requirements and professional standards.
- f. We will ensure our own use of AI adheres to our King's Careers & Employability strategy and related outputs from Strategy 2026.

2. Transparency of Procured Systems

- a. We will be transparent about the use of AI in supporting our services, informing our service users about how AI may be utilised and its potential impact on the services provided. We will also disclose any limitations or potential risks associated with the use of AI.

- b. We will strive to ensure that the decisions and recommendations made by AI systems are explainable and understandable to our service users through educational workshops, resources and regular engagement with employers and technology suppliers.
- c. If used in our own recruitment, where appropriate, we will provide clear explanations of the factors and reasoning behind AI-generated outcomes.

King's Careers & Employability currently utilises CareerSet as a core digital tool that utilises artificial intelligence in its processing.

All King's students and staff have access to Chat GPT 4 through Bing Chat when logged into their King's MS account. This is the most secure channel to access the technology and means you will not need to purchase a subscription.

3. Employer Engagement and Collaboration

- a. We will proactively engage with employers and technology suppliers to gather intelligence and insights on their use of AI in their recruitment and assessment processes, gathering feedback and taking this into consideration when making decisions on how best to educate service users including through our annual King's Recruiter Survey.
- b. We will collaborate with relevant experts, organisations and professional bodies to stay informed about emerging best practice, ethical guidelines and advancements in AI technologies.
- c. We will actively participate in discussions and initiatives related to AI ethics, including working with our King's Institute for Artificial Intelligence and King's Digital Futures Institute.
- d. We will continue to work with colleagues across the Russell Group and our professional bodies (AGCAS, ISE, NACE, ASET) to learn, adapt and build greater understanding of the opportunities provided by artificial intelligence.

4. Careers Education

- a. We acknowledge the Russell Group's commitment to *new principles on the use of AI in education*¹ and are working to enable our users to become AI-literate in their job search, applications and career thinking, supporting them through a variety of platforms and tools available from King's Careers & Employability.
- b. We will provide adequate training and education to our staff involved in the education of our service users on AI technologies, using our King's Careers & Employability Digital Careers Strategic Group to oversee thinking about how we continually evaluate our expertise.
- c. We will educate our service users on the ethical and productive use of AI in their career search, applications and assessment.

Students, Researchers & Alumni

1. Transparency, Data Privacy & Informed Consent

- a. You should be aware of and understand how their data and personal information may be utilised by generative AI tools they are engaging with both when registering and in their continued usage.
- b. You must handle personal or sensitive information obtained through AI tools in compliance with relevant data protection regulations.
- c. It is advisable to inform employers or organisations that you may be using AI tools to support your job applications – many have shared the value this brings to positively enhancing their assessment and recruitment practices, including demonstrating key future skills you are aware of.

2. Authenticity and Honesty:

¹ Russell Group (2023), *New principles on the use of AI in education*, available at <https://russellgroup.ac.uk/news/new-principles-on-use-of-ai-in-education/> (accessed 6 July 2023)

- a. You should not use AI tools to generate false information, exaggerate qualifications, or misrepresent their experiences in job applications, assessment or when agreeing to any terms of employment.
- b. When employing generative-AI to support your career search, produce cover letters, CVs or responses to application questions, you should ensure that you review and edit the content to maintain authenticity and accuracy.

3. Continuous Learning and Ethical Awareness

- a. You are encouraged to stay informed about AI ethics, understand the potential biases and limitations of AI tools, and engage in ethical discussions within your academic and professional communities.
- b. You should become literate in how to best utilise technologies through appropriate prompts and searches.
- c. King's Careers & Employability will provide educational resources, workshops, and guidance on ethical AI use to foster a culture of responsible applications.

4. Responsible Decision-Making:

- a. You should exercise critical thinking and human judgment when interpreting AI-generated recommendations or insights during their career search.
- b. AI tools should be seen as supportive aids, and final decisions should be made based on careful consideration of personal values, goals, and professional aspirations.

Employers & External Partners

1. Transparency, Data Privacy & Informed Consent

- a. Employers and suppliers should always inform applicants how their data and personal information may be used and processed with AI-driven tools throughout the recruitment and assessment process.
 - i. Where possible, this communication should be made with good advance notice and confirm data will be limited to only what is necessary and relevant to the undertaking of any process, to enable candidates to raise any concerns with the employer.
 - ii. Where possible, employers will aggregate and anonymise data to ensure individual privacy and confidentiality.
- b. Employers and suppliers must handle personal or sensitive information obtained through AI tools in compliance with relevant General Data Protection Regulations (GDPR).
- c. Employers and suppliers using AI tools or platforms used for career search and job applications should prioritise robust security measures to safeguard user data against unauthorised access, disclosure, alteration, or destruction.
- d. Employers should conduct periodic assessment of their AI systems, monitoring their performance, effectiveness and compliance with any identified issues or concerns being promptly addressed.

2. Fairness and Equal Opportunities

- a. Employers must not use AI tools in a manner that knowingly discriminates against individuals based on any protected characteristics (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation) under the Equality Act 2010.
- b. Employers must have a defined condition under GDPR for processing of any special category data.
- c. AI algorithms employed by employers should be designed to provide equal opportunities to all candidates, eliminating bias and promoting diversity and inclusion.

3. Ethical Partnerships:

- a. King's Careers & Employability will collaborate with AI tool providers and employers to promote ethical AI practices in the job market.

- b. Partnerships will be established with organisations committed to fairness, transparency, and inclusivity in their AI-powered recruitment processes.
- c. We will work with suppliers and intermediaries supporting industry sectors to diversify their workforce, ensuring that artificial intelligence can be seen and is used as a positive.

4. Assessment & Decision-making on use of Artificial Intelligence

- a. It is for individual employers and hiring managers to take decisions, based on embedded assessment and recruitment criteria on acceptance of GenAI within applications that may be presented to you.
- b. Employers should acknowledge that it is highly complicated to determine whether candidates have utilised technology to support their application and must therefore take decisions in alignment with the above clauses.
- c. We encourage employers and hiring managers to acknowledge proactively that GenAI can be a positive tool and skill for candidates to possess, and understand how it may support your organisation in positive ways to develop, rather than see the technology as a challenge or skill which should not be used by candidates.
- d. Good practice across the sector has seen employers amending their processes to provide different formats of assessment to test out candidate capability, including the return of many physical components e.g. interview, testing and assessment centres where there may be an aspect of control over the technology candidates are able to access.
- e. We would also encourage employers to proactively interrogate candidate usage of AI tools in applications and assessment by asking questions at interview that suggest both commercial acknowledgment of the existence of such tools, and draw out candidate ability to utilise these tools either in their application or in future projects of work that may be supportive of business need.

Updated: June 2024

This document is reviewed and updated annually.

King's Careers & Employability is a member of the Association of Graduate Careers Advisory Services (AGCAS) and as such upholds their codes of best practice in graduate recruitment.