

Artificial Intelligence (AI) Use Policy

1. Purpose

The purpose of this policy is to establish requirements for the safe, ethical, and responsible use of Artificial Intelligence (AI) technologies within SEA.

This policy aims to:

- Encourage innovation and productivity through AI.
- Protect SEA, customer, supplier, and employee information.
- Ensure compliance with legal, regulatory, and contractual obligations.
- Minimize risks associated with inaccurate, biased, or insecure AI-generated content.

2. Scope

This policy applies to:

- All employees, contractors, consultants, and temporary workers.
- All AI systems and services used for SEA business purposes.
- Both SEA-approved and publicly available AI tools.

Examples include:

- Generative AI tools.
- AI chatbots and assistants.
- AI-based document, image, code, and content generation tools.
- AI-powered analytics and automation tools.

3. Approved Use of AI

Employees may use approved AI tools to assist with:

- Drafting emails, reports, and presentations.
- Research and information gathering.
- Data analysis and summarization.
- Software development and code assistance.
- Process automation.
- Translation and language support.
- Brainstorming and idea generation.

AI should be used as a support tool and not as a replacement for professional judgment

4. Prohibited Use

Employees must not use AI systems to:

- Upload confidential, proprietary, or sensitive information unless specifically approved.
- Share personal information about employees, customers, or suppliers.
- Make legal, financial, medical, or regulatory decisions without human review.
- Generate misleading, fraudulent, discriminatory, or harmful content.
- Circumvent SEA policies or security controls.
- Create content that infringes copyright, intellectual property, or contractual obligations.
- Represent AI-generated information as verified fact without review.

5. Data Protection and Privacy

Before using any AI tool, employees must ensure that:

- No confidential SEA information is disclosed without authorization.
- Personal data is handled in accordance with applicable privacy laws.
- Customer information is not entered into public AI systems.
- Sensitive commercial information is not uploaded to external AI platforms unless approved by management.

Examples of prohibited information include:

- Customer lists.
- Financial information.
- Pricing data.
- Contracts.
- Intellectual property.
- Employee records.
- Passwords, credentials, or security information.

6. Human Review Requirements

All AI-generated outputs must be reviewed by a competent employee before use.

Employees are responsible for:

- Verifying factual accuracy.
- Checking calculations and data.
- Reviewing legal and regulatory implications.
- Ensuring content is appropriate and professional.
- Correcting errors, omissions, or bias.

The SEA remains responsible for decisions made using AI-generated information.

7. Intellectual Property

Employees must:

- Respect copyright and intellectual property rights.
- Verify ownership and licensing requirements for AI-generated content.
- Avoid using AI-generated content in customer-facing or published materials without appropriate review.

Any AI-generated work created during employment for SEA purposes shall remain the property of the SEA unless otherwise agreed.

8. Security Requirements

Only approved AI tools may be connected to SEA systems or data.

Employees must:

- Use SEA-approved accounts where available.
- Follow the cybersecurity policy.
- Report suspected security issues involving AI tools immediately.
- Not use AI tools to process classified or highly sensitive information without authorization.

9. Transparency

Where appropriate, employees should disclose when AI has been used to create or substantially assist in the preparation of:

- Reports.
- Customer communications.
- Marketing materials.
- Technical documentation.
- Software code.

Management may require additional disclosure depending on the nature of the work.

10. Ethical Use

The SEA expects AI to be used in a manner that is:

- Fair and non-discriminatory.
- Transparent and accountable.
- Consistent with SEA values.
- Respectful of human rights and privacy.

Employees should report any concerns regarding bias, unfair outcomes, or unethical use of AI.

11. Training and Awareness

The SEA will provide guidance and training on:

- Safe AI usage.
- Data protection requirements.
- AI-related risks and limitations.
- Emerging legal and regulatory requirements.

Employees are expected to remain informed about approved AI practices.

12. Monitoring and Compliance

The SEA may monitor the use of AI tools to ensure compliance with this policy and applicable laws.

Failure to comply with this policy may result in disciplinary action, including termination of employment where appropriate.

13. Policy Review

This policy shall be reviewed annually or whenever significant changes occur in AI technology, legislation, or SEA operations.



Frantisek Plachy
Managing Director
SEA Enterprises a.s.