Rotary International — Member FAQ on AI Use

This Frequently Asked Questions (FAQ) document is intended to help members of Rotary and Rotaract clubs understand how to use artificial intelligence (AI) tools responsibly in Rotary contexts. The document addresses common questions and provides practical guidance based on Rotary's current policies.

For more detailed information, members should consult the AI Guidelines for Members and review Rotary International's Terms of Use, which govern the use of Rotary content, services, and platforms.

1. What is AI, and how does it relate to Rotary's work?

AI (artificial intelligence) refers to computer systems that can generate content, answer questions, or make predictions. Rotary encourages members to use AI responsibly to support club projects, strengthen communications, and increase Rotary's impact. Rotary uses AI ethically and responsibly, in alignment with our mission and values, by promoting fairness, environmental sustainability, and human-centered decision making.

2. Can I use AI to help with my Rotary work?

Yes, in the right circumstances. Good uses include:

- Drafting social media posts or newsletters about public events
- Brainstorming ideas for projects
- Preparing talking points or presentations
- Translating nonconfidential content
- Analyzing publicly available data

All AI use of Rotary content needs to comply with Rotary's Code of Policies, Terms of Use, and brand standards. These examples are illustrative, not exhaustive. Choose AI tools from providers that demonstrate ethical, fair, and socially responsible practices, especially environmental sustainability.

3. If information is publicly available online, like on Rotary.org, does that mean it is fair to use with AI?

Not necessarily. Just because information is accessible online, whether on Rotary.org or any other website, does not mean it is free for any use, including use with AI tools. Publicly available content

may still be protected by copyright, trademark, or privacy laws, or it may be subject to specific terms of use.

- **Check the source:** Before using any online content with AI tools, review the website's policies and any copyright or usage notices.
- **Respect privacy and permissions:** Do not use personal details, photos, or other sensitive information, even if visible online, without proper consent.
- **Follow Rotary guidelines:** When using Rotary content, ensure your use complies with Rotary's Code of Policies, Terms of Use, and brand standards.

If you are unsure whether a specific use of Rotary content is permitted, write to the Rotary Support Center at rotarysupportcenter@rotary.org before proceeding.

4. What should I never share with AI tools?

Do not input private or confidential Rotary information into AI tools. Most AI platforms store or use the data you input to improve their systems, meaning the information may not remain private or secure. Sharing sensitive data could unintentionally expose personal, financial, or organizational information. This includes:

- Personal details (such as names, photos, or contact information)
- Donor information
- Club administration records (for example, records from district or club databases)
- Budgets, dues, or financial records
- Grant applications or internal reports
- Contracts, agreements, or internal communications

If you are unsure, do not upload the information. Treat AI tools as if anything you input could become public.

5. Can I upload photos of people into AI tools?

Not without consent. Here are some ways to protect privacy:

- Do not upload identifiable photos or videos of members, volunteers, beneficiaries, participants, partners, or other individuals into AI systems unless you have their permission.
- Do not use AI to create or alter images that imitate or use a person's likeness (including deepfakes, composites, or synthetic images) without explicit consent. This prohibition includes likenesses of Rotary-affiliated individuals such as Paul Harris or other leaders.
- For minors or sensitive contexts, always get written approval from a guardian or anyone necessary.
- Do not upload photos from the Brand Center.

6. How should I use generative AI for social media?

Generative AI, which creates new content, can be a useful tool for brainstorming ideas for social media posts or refining messaging and text. However, always review AI-generated content for accuracy before sharing. Avoid posting AI-generated images unless you have the proper licenses, and be mindful of potential reputational risks from biased or inaccurate outputs.

7. How do I know if AI content is accurate?

AI content can be biased, incomplete, or just wrong.

- Fact-check AI-generated text before sharing.
- Verify that any sources are credible.
- Use your own judgment. AI should support, not replace, your expertise.

8. Should I tell people when I use AI?

Yes. Transparency builds trust.

- If you create content with significant AI assistance, let your audience know. For example, add a statement such as, "This draft was prepared with the help of AI and reviewed by [member name]."
- Clearly label any image generated or heavily altered by AI.

9. Are there rules about using Rotary logos and brand materials with AI?

Yes. Here is a short summary:

- Do not use AI to generate Rotary logos of any kind. Always use official Rotary brand elements from the Brand Center, and follow Rotary brand guidelines.
- Do not upload official Rotary logos or brand elements into public AI tools.

You can use AI to create club and district materials (such as event flyers, social media posts, etc.) as long as you follow Rotary's guidelines. You can add your club or district logo but should not alter any Rotary logos.

10. What about AI note-takers or meeting transcripts?

Ask before recording, taking notes, or transcribing with AI tools during meetings. Respect participants' wishes if anyone objects. Do not use AI tools to record, take notes, or transcribe if the meeting involves private or sensitive discussions.

11. If I create a chatbot for my club or district, can I use "Rotary" in the name?

Clubs, districts, and other Rotary entities may not name AI tools (such as chatbots or virtual assistants) in a way that implies Rotary International endorsement, official status, or organizational authority.

- Do not use names like “Rotary Consultant,” “Rotarian Assistant,” or “RI Bot.”
- Any use of the word “Rotary,” “Rotarian,” Rotary logos, or other Rotary trademarks or service marks needs to include a clear identifier of the sponsoring club or district and cannot suggest the tool is operated or endorsed by Rotary International.
- Names cannot imply that the tool speaks on behalf of Rotary International or The Rotary Foundation.

All naming needs to comply with Rotary’s trademark and branding policies.

12. What are the biggest risks of using AI?

- Accidentally exposing confidential information
- Sharing inaccurate or biased information
- Damaging Rotary’s reputation with misleading or inauthentic content
- Violating copyright or trademark protections
- Contributing to social or environmental harm by using AI systems that are not transparent, fair, or sustainable

13. How does Rotary ensure AI use is ethical and sustainable?

Rotary is committed to ethical, fair, and environmentally responsible AI practices.

- AI should support, not replace, human judgment.
- We aim to further an equitable society, not create new inequities.
- We prioritize AI tools that reduce environmental impact and operate transparently.
- Rotary members are encouraged to advocate for fair and sustainable AI use in all activities.

14. Who can I contact with questions?

If you’re unsure about whether AI use is appropriate, you can write to the Rotary Support Center at rotarysupportcenter@rotary.org.