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## Editorial guidelines for dealing with artificial intelligence (AI)

We see generative AI and AI-supported process automation as an opportunity to organise our work more efficiently and bring value to our users. We approach these technologies with openness and scrutiny to minimise the associated risks such as inaccuracies, bias, or confusion over authenticity. In addition, we use and explore AI and generative AI to provide new features that respond to changing user behavior and expectations.

The use of AI must always align with our ethical principles and must not jeopardise the credibility of our journalistic work. Journalists remain responsible for the accuracy, fairness, originality and quality of every piece of content, including those processed with AI support. Our editorial guidelines apply to all content production and can be found [here](#).

These AI guidelines are reviewed every six months in light of the further development of technology and practices in the media industry and are adapted as necessary.

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### We use AI to support:

- topic monitoring
- idea generation and refinement
- creation of transcripts and translations
- text editing (detection of typos, grammar)
- image, audio and video editing and publishing
- providing additional content formats (e.g. read-aloud, summaries, social media posts, automated newsletters)
- content distribution (e.g. indexing content (tagging), searching for hashtags to reach a wider audience, identifying user trends)
- data analysis
- AI-supported process automation (multilingual debate, social media posts, newsletter distribution)

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### How we do not use AI

We never use artificial intelligence-based technologies as the sole research tool for our journalistic work. Such technologies can help journalists identify topics that are of interest to our audience (topic monitoring) or which angles on a topic could match which user need. Critical review, further research and interviews that serve as the basis for our reporting are carried out by journalists and editors in accordance with our editorial guidelines.

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## How we experiment with AI

We are constantly experimenting with how AI can make our working methods and processes more efficient.

We conduct our experiments in a controlled test environment, which ensures data privacy and security. Some features may also be available in a Beta version on our platforms for broader testing, and we clearly inform our audiences about these experiments. All experiments are documented and moved into regular operations only once they have been reviewed and approved by the editor-in-chief, the product board and/or the Swissinfo management board (depending on their intended usage).

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## Responsibilities when using AI

The responsibilities surrounding content created with the help of AI are no different from those that apply to other journalistic processes, and the same requirements apply. Every piece of content created with the help of AI is checked by a person before publication and is subject to the usual Swissinfo quality criteria ([Journalistic guidelines](#)). Source-checking and fact-checking are mandatory – as is checking the results coming from AI tools for a possible systematic bias.

Journalists who use AI tools are accountable for the content produced with their help. When using expressions suggested by AI, we must pay particular attention to inclusive language and avoid expressions that lead to prejudice and discrimination (in accordance with our [diversity guidelines and practices](#)).

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## Transparency in dealing with AI

We are transparent in our dealings with AI in order to strengthen trust in the credibility of the media.

We are committed to ensuring that our audience can trust the authenticity of our text, visual and audio content.

Content that is significantly processed with the help of an AI tool must be declared (e.g. if a translation was primarily made using an AI tool or data stories for which the analysis was created using AI tools). In these cases, we note and explain how AI was used (e.g. with a fold-out infobox within text content).

We tell users on our social media platforms about our use of AI through information on our social media profiles.

The editor-in-chief decides in which specific use cases a declaration must be made and what this declaration should look like in detail. For example, AI tools which support adaptation from one language to another or are used to check spelling do not need to be explicitly labelled. We also work with industry partners such as Trusting news and the [Journalism AI](#) Initiative in determining how to use and declare artificial intelligence.

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## Data protection, information security and copyrights

When entering information into AI tools, the guidelines on data protection and information security must be followed ([Data Privacy Statement](#)). Personal data, copyrighted content, internal documents and confidential information may only be processed with AI tools tested and validated by Swissinfo.

Furthermore, when using AI tools, no copyrights may be violated. This applies both to the input of data and to the output in which copyright-protected works may not be recognisable.

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### **AI in image, audio and video creation and processing**

We use AI tools to support the editing of images, audio and video content. This includes tasks such as dubbing, subtitling, and format adaptation. These tools may help us to improve efficiency and explore new formats, but their use is governed by editorial standards and journalistic due diligence.

All content created or edited with the help of AI is reviewed by a journalist before publication and must comply with Swissinfo's quality standards including ethical and copyright requirements. In cases where AI has a significant impact on content, we disclose this transparently to our audience.

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### **Training**

Our employees are familiar with Swissinfo's guidelines on the use of AI tools and are regularly kept up to date on the latest opportunities and risks presented by AI through internal trainings and events.

This allows us to experiment, test and learn together to provide the best service to our users.

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### **Approval and entry into force**

This Swissinfo Artificial Intelligence (AI) Policy was approved by the SWI swissinfo.ch executive board on January 29, 2024. It entered into force on March 1, 2024. Updated on November 10, 2025.