

AI Policy

Introduction

This AI Policy explains how artificial intelligence (AI) technologies are used within my counselling practice. It also sets out guidance regarding the use of AI by clients.

My practice is founded on the value of authentic human relationships. AI technologies may assist administrative, educational or creative tasks, but they are not a substitute for therapeutic relationships, human understanding, emotional processing or professional clinical judgment.

The purpose of this policy is to protect confidentiality, privacy, professional standards and the integrity of therapeutic work.

1. Definition

Artificial Intelligence refers to computer systems designed to perform tasks that otherwise require human intelligence, such as reasoning, pattern recognition, decision making, or language understanding. It includes Generative AI – a type of AI that can create new content, such as text, images, audio, or code, based on patterns learned from training data. In some healthcare settings, AI systems may analyse clinical data, automate workflows, or support administrative functions. AI tools may assist practitioners by analysing health-related data to provide insights or recommendations.

2. Purpose

This policy outlines:

- How AI technologies are used within my practice.
- How AI technologies are not used within my practice.
- Expectations regarding client use of AI.
- Safeguards relating to confidentiality, privacy and professional standards.
- Measures designed to protect the integrity of therapeutic relationships.

3. My Use of AI

I use AI tools only to assist with planning, outlining and developing publicly available content such as blog posts, articles, educational resources, training materials, social media content.

I may use AI in researching social media topic content. I use my own photographs in content. I may use AI generated diagrams if it feels useful to depict content but will

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always check this for accuracy. All AI-assisted content is reviewed, edited and approved by me to ensure it meets my professional, ethical and clinical standards.

I do not use AI for any client-related therapeutic work.

I do not enter personal, private, confidential or sensitive client information into AI systems.

AI is used only as a support tool and never as a substitute for professional knowledge, clinical judgment, therapeutic experience or human insight.

I never use AI for ethical or therapeutic decisions, rather I undertake consultative supervision with experienced counselling supervisors to reflect on and plan and make decisions in my work.

I may use AI as a starting point to find appropriate research on certain topics, as part of staying up to date in my work. I do not rely on AI to evaluate the quality of evidence or to complete the conclusions of my research or learning.

I do not use AI for responding to messages or email, all communication is answered by me.

The computers, phones and other devices used by me may include AI features built into the operating system or device software such as text suggestions, document summarisation or notification analysis.

I do not use AI features integrated into our devices to actively process identifiable client data.

I ensure online platform's AI-assisted features (including meeting summaries and transcription) remain disabled for video sessions with clients.

4. Authenticity and Representation

I do not use, and will not use:

- AI-generated likenesses of myself.
- AI-generated versions of my voice.
- AI-generated representations presented as if they were me.
- AI-generated therapeutic interactions presented as therapy.

Everything published under my name is either created directly by me or reviewed and approved by me before publication.

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5. Client Use of AI

Clients remain free to use AI technologies **outside therapy sessions**. However, clients are strongly encouraged to consider the impact AI-generated interpretations, advice, analysis and feedback may have on the therapeutic process.

Therapy is most effective when understanding develops through reflection, emotional processing and discussion within the therapeutic relationship. Reliance on AI systems to analyse, interpret, evaluate or challenge therapeutic work may interfere with this process and may reduce the effectiveness, continuity and depth of therapy.

Seeking AI analysis of sessions or therapeutic interventions may introduce inaccurate conclusions, distortions or assumptions that interfere with the therapeutic process.

Where clients choose to use AI tools in relation to therapy, openness about this use is encouraged so that any resulting material can be discussed appropriately within therapy.

I do not consent to the recording of sessions by clients.

6. Confidentiality and Privacy

Clients are strongly discouraged from uploading, sharing or entering therapy-related, or confidential information into AI systems.

This includes:

- Therapy session content.
- Therapeutic correspondence.
- Worksheets and handouts.

Once information is submitted to a third-party AI platform, its storage, processing, retention and use may be outside our control and may not be subject to the same confidentiality protections which apply within therapy. Individuals remain responsible for any information they choose to share with third-party AI systems.

7. AI Use During Therapy Sessions

To maintain privacy, confidentiality and the integrity of the therapeutic relationship:

- I do not record sessions.
- Clients may not record sessions.

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- Clients may not use AI companions, AI assistants, AI note-taking tools, automated captioning systems, transcription software or recording technologies during sessions.
- Clients may not use AI systems to monitor, analyse, summarise or participate in sessions, in real time.
- Clients may not use meeting assistants or software which generates transcripts, recordings or summaries of sessions.

Where accessibility support is required, alternative arrangements may be discussed. For online sessions, the text chat function may be used where appropriate.

Any accessibility arrangements must be agreed in advance and must not involve recording, transcription or AI-generated session content.

Therapy sessions are intended to be a direct human interaction between therapist and client.

8. AI-Generated Simulations and Representations

Clients may not use AI systems to create digital representations of me, my voice, my likeness, my image, my teaching style, my therapeutic style or simulated versions of therapeutic conversations with me.

This includes:

- Creating AI versions of me.
- Creating simulated therapy sessions with me.
- Training AI systems using my content, communications or materials in order to imitate me.
- Generating content intended to predict, replicate or imitate what I might say or how I might respond.
- Creating AI-generated representations presented as my views, or therapeutic opinions.

Such simulations do not represent my professional judgment, therapeutic approach or actual therapeutic input and may create misunderstandings that undermine the therapeutic relationship.

The creation, publication or distribution of AI-generated representations falsely presented as my words, views, or therapeutic work is not permitted.

9. AI-Generated Simulations of Other People

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Clients are strongly discouraged from using AI systems to create, recreate or simulate individuals connected to their therapeutic work.

This may include:

- Deceased loved ones.
- Former partners.
- Family members.
- Friends.
- Other significant individuals.

While such technologies may sometimes appear comforting or helpful, they can also maintain attachment to a simulation rather than supporting the natural psychological processes involved in grief, loss, separation, acceptance and adaptation to change.

The use of AI-generated simulations may therefore interfere with therapeutic goals or emotional processing and may be explored within therapy, where relevant.

10. Responsibility and Limitations

Counselling and Therapy provided by me are distinct from information, opinions, recommendations or content generated by AI systems.

I accept no responsibility for information, advice, interpretations, recommendations or conclusions produced by third-party AI platforms.

Clients remain responsible for their own use of AI technologies and for any decisions made based upon AI-generated content.

Accessibility accommodations are welcomed and supported wherever reasonably possible, provided they do not compromise privacy, confidentiality or professional standards.

Review

This policy is reviewed periodically and may be updated to reflect developments in technology, legislation, professional guidance and clinical practice.