

ETHICAL STANDARDS AND GUIDELINES FOR THE USE OF ARTIFICIAL INTELLIGENCE IN PUBLIC RELATIONS

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Based on Delphi study performed among PR practitioners, UNESCO ethical AI principles, IPRA AI and PR guidelines, review of available scientific sources, and analysis of ethical codes of other professional associations, a joint committee consisting of both academics and practitioners proposed following **core principles**:

- **First, do no harm**
- **Human oversight and responsibility**
- **Accountability and non-discrimination**
- **Explainability and transparency**
- **Right to privacy and data protection**
- **Accuracy and falsehood**
- **Awareness and literacy**