Our AI policy

Our values as a publisher

We value unique creativity in education and seek to reflect that in our publishing. We believe our resources should always provide students and educators with content and guidance to help candidates achieve their best.[1]

We value the ethical creation of resources which allows all authors and content creators, including publishers, to be suitably remunerated for the work that they share in the public domain.

We abhor the illegal act of copying our resources for unauthorized means; this may range from illegal photocopying (for the copier's financial gain or not) to training an AI model.

We cannot pay royalties to an AI model/LLM, and in this respect, we cannot attribute authorship to any AI tool. We aim for all our published resources to be written by a human.

We support the use of AI when it is thoughtful, responsible, ethical, and for the benefit of students and educators who make use of our resources.

We believe in transparency for our readers. We will always be clear as to how, why, and where AI has been used in any of our resources, if that is the case.

We support the education of students in the international school context which enables them to be creative, balanced, reflective, and principled learners. We support the intentional and reflective use of AI technology by students, so that they develop these valuable skills and qualities as future members of our society. Our publishing should reflect this.

Human authorship and accountability

We cannot list AI as an author. We oblige all our authors to be entirely responsible and accountable for the content they submit to us for publication.

We value creativity and authenticity and abhor plagiarism. We believe there are sufficient risks in using AI as a writing tool such that it could amount to plagiarism and false content.

We are strongly opposed to the use of AI tools in the generation of content by any contracted Elemi author. We believe this would go against all principles and ethics which seek to protect original creative content. If an author still wishes to make use of AI in the generation of their content, then we would ask that the author discusses this with the publisher before going ahead. As has always been the case, any author should at all times carry out due diligence to make sure that the content they submit to Elemi is entirely original, correct, and appropriately referenced.

Transparency

We like to make clear to our customers and readers that all our resources are genuinely created by humans, and to the best of our knowledge and in line with our authors' contractual obligations are uniquely original.

[1] AI technology continues to rapidly evolve. We endeavour to periodically review this policy to ensure it stays relevant.

Our resources are always created with knowledge and experience of the challenges educators and students face in their studies. Only in this way are we sure that users of our resources can go on to achieve their best.

We seek to reassure our authors that we don't knowingly provide any of our content to technology firms for use by AI LLMs.

We don't knowingly publish any images or illustrations which are AI-generated and do our best to use images and illustrations which are intentionally created by humans for our specific purposes or by securing images or illustrations from reputable sources, and to publish appropriate credits and references for these.

Permitted uses of AI

Outside the authorship process, we may allow for the use of AI technology. AI usage must always be thoughtful, responsible, and ethical.

In line with editorial practices within the publishing industry, we do see scope for the use of AI tools to check for accuracy, consistency, formatting, and house style. In this way, we can see that copy editors and proofreaders may make use of tools for AI-assisted copy-editing to improve human-generated text for readability and style. At the same time, we encourage all our freelance editors and proofreaders to make use of the training opt-out function when inputting Elemi content.

We always strive to work to the highest of editorial standards and all editorial work, whether human or AI-assisted, should always seek to retain those same standards.

Intellectual property and copyright

Authors are responsible for ensuring that any use of an AI tool strongly complies with copyright law and any material intended for use in an Elemi resource does not grant the AI provider any right to ownership of this material, nor that it will be used to train their own models.

We would do anything reasonable to ensure our content is not provided to technology firms for use by AI LLMs. We believe that for the last 40 years, collective licensing of intellectual property has worked well with the help of organizations like Copyright Licensing Agency and Publishers' Licensing Services. The PLS (with The Authors' Licensing and Collecting Society) coordinates collective licensing in the UK and more widely to ensure published content is reused in limited ways and publishers and authors are suitably remunerated.

It is our policy to include a statement in all our resources which expressly states that the content of that resource cannot be used for AI training purposes.

AI and sustainability

We have concerns that the growing use of AI technology has an environmental impact that is often overlooked. AI-technology infrastructure puts growing pressure on the availability of power. Elemi values the appropriate, limited, and transparent use of AI in the development of our teaching and learning resources.

Our public-facing statement

We support individual creativity and independent authors in the publication of work written by real people. We do not knowingly agree to the unauthorized use of our authors' material for AI machine learning. We recognize the risks of using AI be they related to the environment, copyright, plagiarism, human creativity, and authors' and creators' remuneration. At the same time, we see some opportunity for the appropriate, limited, and transparent use of AI in the development of our publications – ensuring that this is always guided by humans.