BLOOMSBURY

Using Artificial Intelligence (AI) Tools in your Work

At Bloomsbury, our mission is to publish books and digital resources of excellence and originality. Our approach is people-first, placing human creativity at the heart of what we do. Our purpose is to promote a culture of reading and learning to the widest possible audience.

We publish many different types of work for many different audiences across the consumer and academic publishing landscape. We know that many of our authors and illustrators will not wish to use AI tools in their work. At the same time, AI-based technologies are now widely available as assistive tools, and may offer helpful solutions in some contexts, particularly when used to support, rather than replace, human creativity. In recognition of this, we acknowledge the value that AI tools and technologies can bring to creative processes, while also remaining mindful of the risks they pose. These risks include bias and factual inaccuracy, provenance, and the potential loss of an author's or illustrator's intellectual property rights.

To that end, we have created our AI policy and the accompanying FAQs guidance to help our authors and illustrators navigate this rapidly developing space. The policy sets out clear parameters regarding how, and the extent to which, you may use AI tools in the ideation, creation and development of work submitted to Bloomsbury.

Please read the policy and the FAQs carefully. If you have any questions or concerns at all, please speak to your point of contact at Bloomsbury. Bloomsbury continues to monitor ongoing developments in this area closely and we will adjust or refine this policy as appropriate.

Bloomsbury's AI Policy for Authors and Illustrators – A summary:

Using AI as an assistive tool:

- ✓ You may use AI tools for research and brainstorming
- ✓ You may use AI tools to assist in the editing of text and in the preparation of certain associated text items, provided you use a private AI system
- ✓ You may use AI tools to edit or enhance images, as long as the editing is carried out using Adobe Creative Cloud, and the images being edited are your own original work

Using AI as a generative tool:

- ✗ You may not submit any AI-generated content (including text, translations, or images) to Bloomsbury for publication
- ✗ You may not use AI tools to generate or create images or other illustrative materials

Privacy and disclosure:

- ✗ You may not input your work, or sections of your work, to any publicly accessible AI system
- ✓ You must disclose any use of AI tools – beyond the research and brainstorming stage – to your point of contact at Bloomsbury
- ✓ Ask your point of contact at Bloomsbury if unsure about any of the above.

Bloomsbury's AI Policy for Authors and Illustrators

Using AI as an assistive tool

AI can support the creative process:

- **You may use AI tools for conducting preliminary research and brainstorming.**

AI can assist in editing and certain associated tasks:

- **You may use AI tools to assist in the editing of text provided that:**
  - you created the content yourself
  - and you are using a private AI system (see FAQ below for definition).
- **You may use AI tools to prepare the following associated text items BUT ONLY if you have access to a private AI system:**
  - abstracts and keywords
  - to assist in the preparation of index headword lists
- **You may use AI tools for image editing, modification or enhancement provided that:**
  - the work is carried out using Adobe Creative Cloud
  - and the images being edited are entirely your own original work

  For the avoidance of doubt, third-party images may not be edited, modified or enhanced, nor may any other software be used for image editing, beyond the editing tools built into Adobe Creative Cloud.

Using AI as a generative tool

AI-generated content may not be submitted for publication:

- **You may <u>not</u> submit any AI-generated content to Bloomsbury for publication.**
  "AI-generated content" means any content (whether text, images, artwork, translations or descriptive 'blurb' copy) originally created using an AI tool, even if you substantially edit it yourself afterwards.
- **You may <u>not</u> use AI tools to generate or create any images or other illustrative materials.**
  - This applies equally to covers and to illustrative materials inside a publication.

You may only input your work to private AI systems

- **You may only input your work or any part of it into an AI tool, app or system if:**
  - you are using a private AI system
  - and the work is your own intellectual property.
- **To reiterate, if you are using a publicly accessible AI system, you may <u>not</u> share any part of your work with it.**

You must declare AI use

- **You must disclose any use of AI tools – beyond the research and brainstorming stage – to your point of contact at Bloomsbury in writing (email is sufficient).**

  We ask that you let us know the specific software package or AI tool used, the version of that software, and the exact nature of the use.

A Reminder

You remain entirely responsible for the originality and integrity of the content you submit to Bloomsbury for publication.

This policy does not affect in any way your contractual obligations, which you must comply with. If for any reason you inadvertently breach this policy or if you believe you may need to deviate from this policy, you must raise the matter with your point of contact at Bloomsbury immediately.

FAQs and Definitions

What does Bloomsbury mean by "AI"?

For the purposes of this guidance, by "AI", "AI tools" and "AI systems", we mean generative artificial intelligence tools, applications and systems. Artificial intelligence is a significant advance in the field of automation, and generative AI is a branch within that. In simple terms, generative AI uses machine learning, specifically neural networks, to learn patterns from large data sets (such as text or images) to improve their ability to understand and generate human-like content.

Examples of generative AI applications include (but are not restricted to):

- Large Language Models (LLMs) and chatbots such as ChatGPT, Microsoft Copilot and Google Gemini;
- AI writing tools which integrate LLMs into their applications, such as Grammarly and QuillBot;
- AI-powered image generators and editors such as Midjourney, DALL.E, and Canva.

I am an author/artist/poet/illustrator – does the AI policy apply to me?

- Yes. Bloomsbury's AI policy applies to all authors and illustrators who are responsible for creating or overseeing content to be submitted to Bloomsbury for publication under a Bloomsbury publishing agreement, and includes authors, poets, volume editors, chapter contributors, artists and illustrators.
- The policy covers all types of text and illustrated works, and extends from fiction and other creative works through to non-fiction, academic and professional books and digital products.
- The policy applies to anyone responsible for submitting work to Bloomsbury for publication – whether it is your own work or writing, or that of others (such as anthology or volume editors).
- The policy applies to any work which is to be published, and also to book proposals and synopses.

If you believe you may have a case for an exemption, please talk to your point of contact at Bloomsbury.

Why do we distinguish between AI for research, AI generation, and AI-assisted editing?

At the heart of our policy is a simple distinction: the difference between using AI as an *assistive* tool versus using AI as a *generative* tool.

Bloomsbury fully supports the responsible use of AI tools to assist in the processes of writing and content creation – whether research, brainstorming, or editing your own text or images. We believe these kinds of assistive uses can help with productivity and creativity without compromising the integrity of a work.

In contrast, we believe that using AI as a generative tool, to actually generate content for publication – even if you substantially edit it or rewrite it later – raises concerns around authorship, originality, integrity and professional standards. Our aim is to ensure that all published work genuinely reflects the voice, expertise, knowledge and creative judgment of our authors and illustrators. This helps us preserve the authenticity of the work, protect intellectual property rights, and maintain the trust of our authors, illustrators and readers.

FAQs and Definitions

What is the difference between "Private AI systems" and "Publicly accessible AI systems"?

Our policy makes an important distinction between "private" and "publicly accessible" AI systems, and the type of system you have access to will determine what you can do within the policy. For the purposes of this policy:

- A "**private AI system**" means an AI tool, application, or system deployed on infrastructure fully owned or controlled by an organisation you are part of, and which your organisation has explicitly confirmed safeguards submitted user data and does not train its algorithm on user-submitted prompts and content. This includes instances such as an enterprise-hosted version of ChatGPT provided by a university or company. For the avoidance of doubt, this does not include paid-for, "private mode" or "incognito mode" use of publicly accessible tools and websites such as OpenAI's ChatGPT.
- A "**publicly accessible AI system**" means any other AI tools, applications or systems, whether paid-for or not.

Increasingly, many organisations are paying for access to private AI systems (such as ChatGPT Enterprise or MS Copilot for Enterprise) which are essentially 'firewalled', which guarantee the safeguarding of user data and which explicitly confirm that they do not train their algorithms on user-submitted prompts and content. In contrast, open and publicly accessible AI tools and systems (including Chat GPT, Google Gemini, and some versions of Grammarly) bring with them fewer or no such guarantees.

If you are unsure whether the AI tool you are using is private, and it is provided by an organisation which you are part of, please share our AI policy with your IT department for confirmation.

Why does it matter whether an AI system is private or publicly accessible?

If you input your work to an open and publicly accessible AI system, then it may train its algorithm on the prompts you write and the content you supply to it. Without an awareness of the terms you sign up to and the guardrails, or lack of, in place with such an AI system, there is no visibility or control over the use of your content by the company that owns the AI system. It could open up your content to the risk of being used as training data and even reproduced, adapted, decontextualized or otherwise used for commercial purposes without credit or compensation. Not only could it devalue your work's intellectual property rights but there may also be data privacy and confidentiality concerns.

This is why the distinction between private AI systems and publicly accessible AI systems is important – it helps support the proper protection and safeguarding of your work throughout the publishing process and through the lifetime of your work, in all its editions.

FAQs and Definitions

What is "AI-assisted editing"?

You may use AI tools to assist in the editing of your text, as long as you created the content yourself, and only if you are using a private AI system. Editing tools include those specifically designed for editing, such as Grammarly, or more generic systems such as ChatGPT Enterprise.

AI should not replace human judgement and editing expertise; human oversight must be maintained at all times as the use of AI tools, even for 'soft' editing tasks, may introduce inaccuracies, biases or unintentional plagiarism. We suggest authors limit AI-assisted editing to the following tasks:

- grammar and style checks: catching typos, punctuation errors, and suggesting improvements in sentence structure and clarity,
- formatting consistency: maintaining consistent citations, styles and formatting across the text
- plagiarism detection: to identify unintentionally copied material.

Where authors employ AI-assistance in the writing process, such software should only be used to improve readability and language of the work and not to replace key authoring tasks such as generating or creating new text, outlining, summarising, etc.

How does the policy apply to images and artworks?

Wholesale image generation via popular apps such as Midjourney, Canva and DALL.E, as well as many AI-based image editing or enhancement apps, raises a host of currently unanswered questions about copyright (both ownership and infringement) and potential inadvertent plagiarism, alongside ethical considerations around image manipulation and bias. Accordingly, our policy generally prohibits authors and illustrators from using AI tools to create, edit, improve, modify or enhance images or other illustrative materials. This relates to cover images as well as images inside of a work.

We do, however, allow one exception: authors and illustrators may use the AI editing tools built into **Adobe Creative Cloud** to edit images, as long as the images being edited are the author's or illustrator's own original work. This exception applies strictly to Adobe Creative Cloud only, and does not extend to any other image editing or generation products. Our policy allows for this single exception because Adobe provides specific and reliable guarantees for its Creative Cloud AI tools: the models are trained only on Adobe-owned or fairly licensed content, and none of the user's content is used for AI training or shared with any third party.

If you think you have reason for an exception to our policy as it relates to images, please speak to your point of contact at Bloomsbury.

FAQs and Definitions

Can I use AI tools to index my work?

You may use AI tools to assist you in the preparation of index headword lists, if you have access to a private AI system. However, at present, most LLM chatbots and AI writing tools are not designed for reliable indexing; they will not have the nuanced understanding of your work and its context, and the empathy with your readers necessary to produce an accurate, useful index. They also may introduce errors and erroneous headword entries. We recommend, if you do wish to use AI tools to help you create an index, that you do so with caution, only use the suggested headword list as a starting point, and always apply careful authorial oversight to any headword lists created.

My work is about AI. Can I include AI-generated content by way of example?

We recognise that where AI is the subject of a chapter or book, verbatim examples of AI-generated outputs may provide important context. Please contact your point of contact at Bloomsbury at the earliest opportunity to discuss your individual case.

What kinds of AI use should I disclose to Bloomsbury?

You do not need to disclose any use of AI in your research or brainstorming. However, you do need to disclose all further uses of AI in the preparation of the content you will be submitting to Bloomsbury, for example AI-assisted editing, or the creation of associated text items such as abstracts and keywords.

Please let your point of contact at Bloomsbury know when you submit the work, stating the specific software package or AI tool used (confirming that it is a private system), the version of that software, and the nature of the use, e.g. **ChatGPT Enterprise (GPT5.0); Private system; AI-assisted editing of text**.

Who should I speak to if I have any concerns?

We are keen to keep track of new developments and the concerns and queries of our authors and illustrators as they relate to AI. If you would like to ask anything about our AI Policy for Authors and Illustrators, or you notice that something isn't covered here that should be, please do get in touch with your point of contact at Bloomsbury.