



## Global Alliance Responsible AI Principles for the PR and Communication Profession

Updated May 2025

### The **Global Alliance Responsible AI Principles for the PR and Communication**

**Profession** were initially developed through a collaboration of **Global Alliance** member organizations and approved by its Board of Directors in April 2024. These Principles are core to the Global Alliance and members agree to them, along with the bylaws and ethics when renewing their membership.

The Principles were updated during a collaborative AI Symposium Workshop Session hosted by Global Alliance's European Regional Council and Ferpi – Italian Federation of Public Relations meeting in Venice, Italy, in May 2025, which was held during Technology, Trends, and Communication Transformation Month. Participating member organizations co-signed the **Venice Pledge**, reaffirming their commitment to embedding Responsible AI in practice.

The updated Principles were ratified by the Global Alliance Board of Directors in June 2025

### The Venice Pledge

The **Venice Pledge** represents a commitment to the Global Alliance for Public Relations and Communication Management's Responsible AI Principles. These Principles provide member organizations and the global public relations and communication profession with a shared framework for the responsible use of artificial intelligence. The Principles guide how we utilise AI in our work, offer strategic counsel, and influence broad societal applications. As artificial intelligence continues to evolve, these Responsible AI Guiding Principles are a living document intended to advance in step with technological developments. The Principles do not stand alone, but are supplements to a broader ecosystem of professional ethical standards, Global Alliance member association guidelines, and local, national, and international laws. These Principles are grounded in ethics and responsible behaviour, and align with the [Global Alliance's 16 principles of ethics](#), which are universal and fundamental to the practice of public relations and communication management.

### Responsible AI Definition

The Global Alliance defines Responsible AI as the ethical, transparent, and human-centred development and application of artificial intelligence, strategically deployed to support, not replace, human judgment, creativity, and communication. It emphasises accountability, fairness, and accuracy, while minimising bias, misinformation, and harm. Responsible AI focuses on mitigating the risks of AI by upholding privacy and data protection, reflecting professional and organizational values, and ensuring proper attribution, governance, and human oversight to protect trust, integrity, and societal well-being.

## The 7 Responsible AI Principles

### 1. Ethics First

Artificial intelligence in the global public relations and communication profession must adhere to ethical standards across all facets of professional practice. These standards include the [codes of ethics](#) of the Global Alliance and its [member associations](#).

### 2. Human-Led Governance

Artificial intelligence utilisation in public relations and communication must be governed by human oversight and aligned with public interest. Governance models should define the organisation principles that address privacy, misinformation, disinformation, intellectual property, security, bias, source, and autonomous decision-making process.

### 3. Personal and Organizational Responsibility

Public relations and communication professionals and the organisations they represent, when duly empowered, are responsible for the AI-generated and AI-assisted work products they produce, publish, and share. This responsibility includes rigorous research, use of trusted sources, due diligence, fact-checking, critical thinking, and ongoing education to maintain professional integrity and counteract the erosion of public trust.

### 4. Awareness, Openness, and Transparency

As artificial intelligence becomes more intertwined in our daily lives and influences individual, organisational, and society decisions, stakeholders and audiences must understand when and how AI is involved. Open disclosure and transparency in the use of AI-generated content, data, and interactions are essential. Attribution and appropriate permissions should accompany AI-generated outputs.

### 5. Education and Professional Development

The public relations and communication professional community is responsible for continuous education and progressive professional development in artificial intelligence. As individuals, Responsible AI should be considered a core competency of our profession, requiring continual learning and advocacy within our organisations. The Global Alliance and its member organisations promote education and professional development by:

- - Providing guidelines for stakeholders and the professional community
  - Offering ongoing training programs and updates
  - Facilitating cross-disciplinary networking and collaboration with stakeholders and AI experts
  - Advocating for the inclusion of communication professionals in AI governance
  - Collaborating with educational institutions to develop AI-informed curricula for public relations and communication careers.

## **6. Active Global Voice**

The Global Alliance, its member organisations, and public relations and communication professionals play a critical role in safeguarding the integrity of the profession. As advocates for transparency, equity, and truth, communication professionals must guide organisations and stakeholders on the responsible use of artificial intelligence. The Global Alliance serves as a global voice by collaborating with international bodies to shape AI governance, continuing to evolve responsible guidelines, supporting education and capacity building, and promoting inclusive and equitable AI practices. Through advocacy, dialogue, and standard-setting, the Global Alliance reinforces the role of communication in ensuring AI serves humanity with integrity and accountability.

## **7. Human-Centered AI for the Common Good**


Public relations and communication professionals should advocate for and implement human-centered artificial intelligence applications that demonstrably contribute to societal wellbeing, economic inclusion, and prosperity for everyone. This includes supporting AI initiatives that address social challenges, promote equity and access, and advance the public interest. Professionals should actively communicate AI's potential for societal good while recognizing its environmental impact and remaining vigilant against applications that may exacerbate inequality or cause harm.

Member organizations represented at the session included:

ABERJE – Brazilian Association for Business Communication (Brazil), Apriori World (Croatia), APRN – Asean Public Relations Network (ASEAN), ASCOPA – Association of Strategic Communication and Public Affairs (Czech Republic), APCE – Portuguese Association of Corporate Communication (Portugal), CSCE – Centre for Strategic Communication Excellence (Australia), CIPR – Chartered Institute of Public Relations (United Kingdom), DRPG – German Public Relations Association (Germany), EPRA – Estonian Public Relations Association (Estonia), FERPI – Italian Federation of Public Relations (Italy), GCCC – Global Communication Certification Council (United States), IABC – International Association of Business Communicators (United States), IPRM – Institute Public Relations Malaysia (Malaysia), NIPR – Nigerian Institute of Public Relations (Nigeria), PRIL – Public Relations Institute of Ireland (Ireland), PRINZ – Public Relations Institute of New Zealand (New Zealand), ProComm – Finnish Association of Communication Professionals (Finland), PRSP – Public Relations Society of the Philippines (Philippines), Reputation Lighthouse (United States), The PRomise Foundation (India), ULAB – University Liberal Arts Bangladesh (Bangladesh), USMP – San Martín de Porres University (Peru), We Are Com (France).

Venice Pledge Original Signees





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*The Venice Pledge*

- 1 Ethics First**
- 2 Human-Led Governance**
- 3 Personal and Organizational Responsibility**
- 4 Awareness, Openness, and Transparency**
- 5 Education and Professional Development**
- 6 Active Global Voice**
- 7 Human-Centred AI for the Common Good**

Join the Movement

If you are ready to champion these seven principles and bring the Venice Pledge to life in your professional practice, we invite you to join the movement.

<https://globalalliancepr.org/responsible-ai-principles/>