**Guideline for article 12 on journalism and artificial intelligence**

*Art. 12. The journalist is transparent about his assignment and how the assignment was approached. As far as possible and relevant, he communicates clearly on this to his public or audience.*

*Guideline*

Artificial intelligence may play a role in the gathering, editing, producing and distribution of news items, such as articles, reports, illustrations, infographics, etc. In such partially or completely automated processes, editorial choices play a role. Those choices must comply with the principles of the Code.

**The editorial office is responsible** for these editorial choices, and the editor in chief is ultimately responsible. The chief editorial office guarantees the principles of the Code by developing systems that are completely or partially driven by artificial intelligence. It guards over the application and implementation of these principles when guiding the system developers. The editorial office is always responsible for the information published, regardless of how it is produces and regardless of the medium or form in which it is made available to the public.

**The editorial office communicates transparently** on automated news production and the personalisation of the news offered, so that it is clear to the user when the production or selection of a news item is based on artificial intelligence.

* The editorial office makes it clear when a news item, or a part of the information offered, is partially or entirely produced using automated processes and refers as much as possible to the sources the item is based on.
* The editorial office makes it clear whenever part of the information is selected or diversified based on the media profile of the user.