Itza Detailed AI Usage Policy

Introduction
At Itza, we use Artificial Intelligence ("AI") to enrich and innovate the educational experiences of young learners. Through our web site at www.itza.io, we aim to foster an environment of creativity, critical thinking, and personalised learning. This detailed policy reflects our commitment to using AI responsibly, ensuring that our practices are transparent, secure and centred on the well-being of our users.

1. Purpose and Application of AI
Itza integrates AI to inspire and facilitate learning in several key areas:

- *Creative Imagery*: Using advanced AI technologies like Dall-E and Midjourney, we generate unique, metaphorical images that stimulate the imagination and convey complex concepts in a visual format. These images are clearly marked with "AI" in a circle to signify their AI-generated nature, avoiding any confusion with real-life photography.
- *Expert-Assisted Question Generation*: AI assists our educational experts in generating questions that promote higher-order thinking skills such as synthesis, evaluation, and critical thinking. Our experts then review the question sets, selecting and editing those which best support the learning goals and objectives in question. This process ensures a vast array of learning materials that are both high in quality and aligned with educational objectives.
- *Learner Coaching*: An AI-powered chatbot provides encouragement, support and constructive feedback to learners engaging with various canvases, such as the Business Model Canvas. This tool is designed to guide without leading, encouraging learners to think independently and creatively.

2. Data Privacy and Security
Recognizing the sensitivity of our users' data, especially that of young learners, we employ state-of-the-art security measures. Data is encrypted and stored in secure databases, with access is strictly controlled and monitored. Our compliance with the UK Data Protection Act 2018 and UK GDPR underscores our unwavering commitment to protecting personal information. We do not send any identifiable personal data (e.g. name, email or other personal information) to third party Large Language Models ("LLMs"). We do store conversations between users and our LLMs to improve our prompt engineering and our use of AI in coaching users.

3. Consent and User Choice
Informed consent is the cornerstone of our user interaction. Upon their first sign-in, users, alongside their guardians in the case of students under the age of thirteen, are presented with this AI Usage Policy and Terms and Conditions, and Privacy Policy for their review and acceptance. We stress the importance of reviewing these documents with a responsible adult to ensure a comprehensive understanding of our AI practices and the implications of data use.

4. Accuracy, Reliability, and Human Oversight
The integrity of our AI-generated content is of paramount importance. Through continuous collaboration with experts and regular auditing of our AI outputs, we maintain the highest standards of accuracy and relevance. Our human-in-the-loop model ensures that our AI-enhanced educational materials are scrutinised and curated by professionals, aligning with our educational goals.

5. Bias, Fairness, and Inclusivity
We are deeply committed to creating an inclusive learning environment. Our AI models are regularly evaluated and updated to address and minimise biases, ensuring fairness across all user interactions. By fostering diversity in our AI training processes and datasets, we strive to provide equitable educational opportunities for all learners.

6. Transparency and Explainability
Transparency in AI usage is crucial for trust and understanding. We endeavour to make our AI mechanisms understandable to our users, explaining the rationale behind AI-generated content and decisions. This approach aims to demystify AI technologies, making them more accessible and relatable to our audience.

7. Engagement and Feedback
User feedback is invaluable to the iterative improvement of our AI features. We encourage our community to share their experiences and suggestions regarding AI interactions through our dedicated email at: ai-feedback@itzamedia.com. This open line of communication allows us to adapt and refine our AI tools in alignment with user needs and expectations.

8. Child Safety
Ensuring a safe, supportive and age-appropriate environment for our young learners is our top priority. All AI interactions are designed with the utmost care to safeguard children, adhering to stringent online safety and child protection standards such as:
- The UK Council for Child Internet Safety (UKCCIS)
- Digital Economy Act 2017
- Safeguarding Vulnerable Groups Act 2006
- Education Act 1996 and 2002
- Data Protection Act 2018 and UK GDPR

9. Policy Updates
We are committed to staying at the forefront of AI technology and educational practices. This policy will be reviewed and updated regularly to reflect new insights, advancements, and user feedback. Changes will be communicated transparently, ensuring that our community is always informed of our AI usage principles.