

Ethics Statement: Flinders Chat for Prospective Students

Why this exists

The Web Uplift project was established at the start of 2025 to redesign and enhance the Flinders website ecosystem. The Flinders Chat Pilot is one of the deliverable items sitting under this project.

Flinders Chat will help prospective students get quick, accurate answers at any time of the day, anywhere in the world. It improves information access while keeping people informed and it knows when to hand over advice to a staff member. No decision has been made to fully adopt the chatbot and it will focus on prospective student information.

What guides us

Our approach aligns with Flinders University's [Position Statement on the use of AI](#) endorsed by Academic Senate. We commit to transparency, stakeholder engagement, and continuous evaluation so that AI is used ethically and in line with our values.

Guardrails that protect users

- **Clear identification and scope.** The assistant is labelled as AI, explains what it can and cannot do, and links to official pages for source content. Users are also encouraged to check sources.
- **Privacy.** We minimise collection of personal information, avoid sensitive data, and provide plain language notices and terms as per our legal obligations.
- **Authoritative content.** Answers draw from curated, version-controlled University content via information already on the Flinders website. If unsure, the assistant says so and escalates.
- **Safety and inclusion.** Content is monitored for bias and harmful outputs, with accessible design and alternative contact options for users who prefer human help.

24/7 support with human escalation

Flinders Chat is available at all hours. It routes complex, high stakes, or sensitive enquiries to staff through documented handoffs so people get the right help.

Our sustainability commitment

Flinders recognises that generative AI uses a large amount of energy. Flinders powers its South Australian campuses with 100% renewable electricity through an agreement that sources energy from the Willogoleche Wind Farm, complementing on-campus solar. This helps address energy concerns associated with generative AI use. For more information on how we are offsetting AI energy consumption, please visit our [sustainability page](#).

Risk Management

A comprehensive risk register is currently maintained for the Flinders Chat pilot. As risks are identified, treatment plans are being developed by subject matter experts to minimise and mitigate impacts.

Feedback Mechanism

Flinders Chat is a pilot and we are actively seeking feedback from users and staff on its

performance. A ServiceOne channel has been created for you to lodge any identified defects and content corrections. Users will be able to “thumbs up or thumbs down” responses from Flinders Chat.