

Guidelines for Generative AI



1. Purpose

Artificial intelligence (AI) is transforming the way organisations process information and deliver services. As a ZEWO-certified foundation, aha! Swiss Allergy Centre (hereinafter aha!) and the independent certification body Service Allergie Suisse (SAS) use AI only when it supports people, improves our work and strengthens our public-benefit mission. These guidelines clarify how aha! and SAS use AI responsibly.

2. Scope

These AI guidelines apply to all digital processes, content and tools used within our organisations aha! and SAS. They cover both existing applications and future developments.

3. Our Principles

1) AI supports – it does not replace

AI is used to support employees, make information easier to understand and improve processes. Professional responsibility always remains with humans.

2) Protection of data and people

Handling sensitive information requires the utmost care. Personal data and health data must not be entered into AI systems. It is also prohibited to enter confidential or internal organisational information, particularly financial figures, strategic considerations, non-public documents, and content from ongoing decision-making or negotiation processes.

3) Transparency, traceability and explainability

If AI is used to create graphics, images, videos or infographics, we communicate this openly and clearly.

4) Fairness and accessibility

AI must not exclude or disadvantage anyone. We ensure that automated processes are understandable, fair and non-discriminatory.

5) Quality and responsibility

AI-generated content is always reviewed before it is published or further processed.

4. How we use AI

Permitted areas of use	Not permitted
Support in drafting texts (ideas, variants, shortening and summaries) and structuring complex content	Entering personal data or health data
Creation of initial drafts for graphics, images, photos, social media elements or explanatory structures	Publishing unedited AI-generated texts
Orientation support for research (with external source verification)	Using unsecured or unverified AI-generated content

5. Our understanding of responsibility

We aim to build trust. AI should strengthen our work – not dilute it. For this reason, we rely on clear responsibilities, careful review and transparency. As a foundation with limited resources, we also align ourselves with the ZEWO principles: we act with a focus on impact, protect people and communicate transparently.