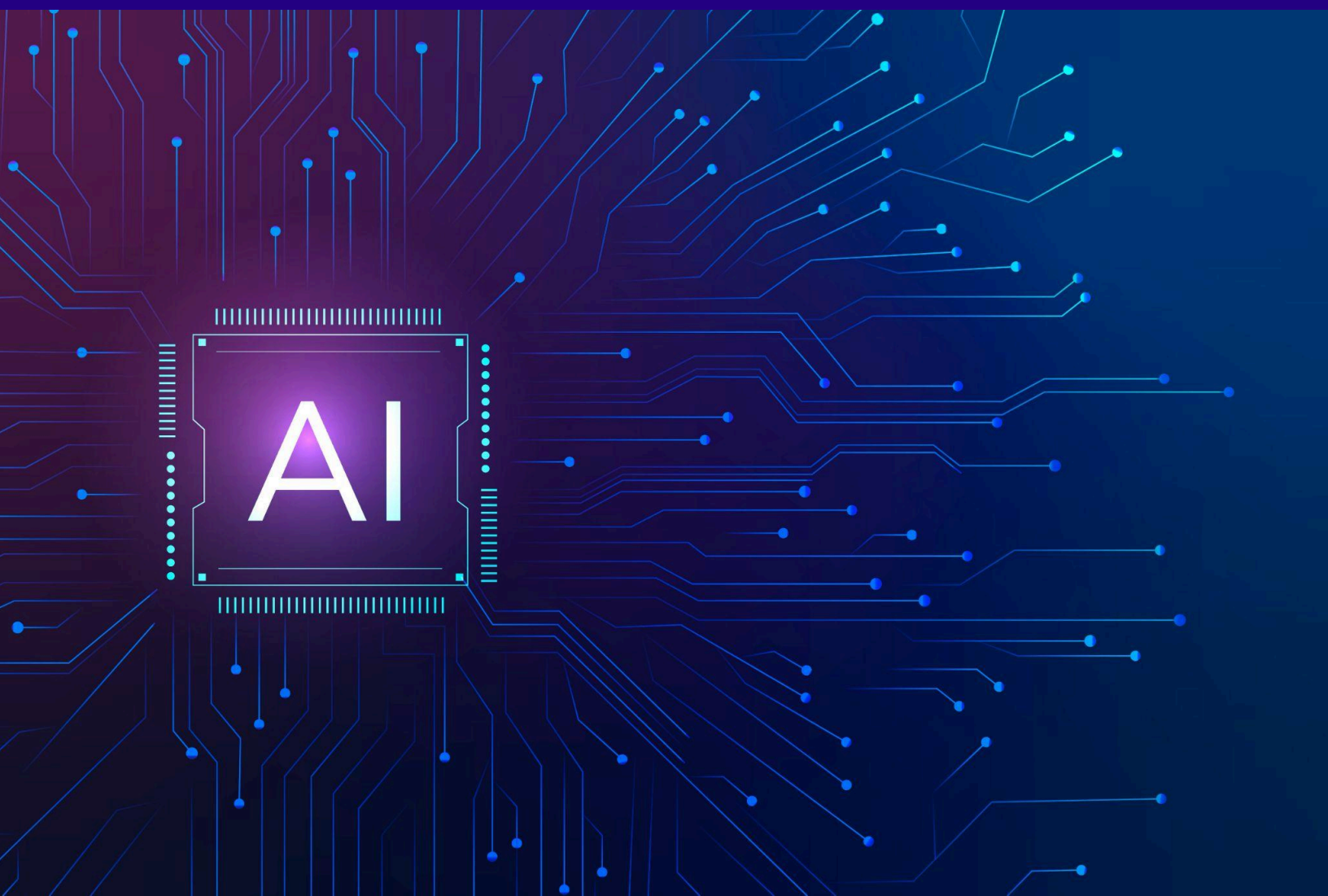


**Use of Generative AI**  
**(including Large Languages Models)**

**Guidance and Code of Conduct**



Generative AI tools can automatically generate content – text, images, videos, sounds, computer code... – mainly exploiting machine learning applied to existing content.

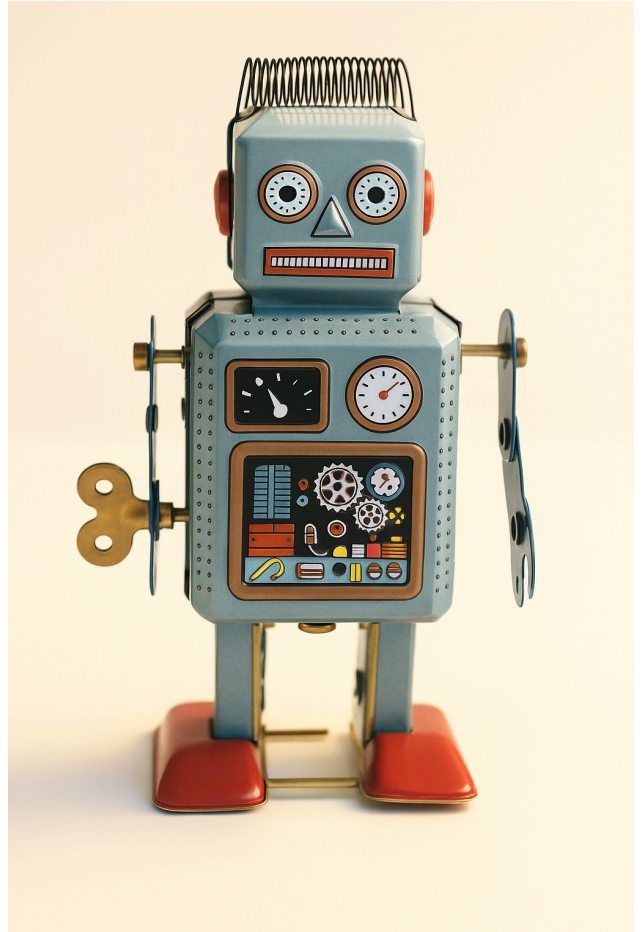
These tools have a great potential to accelerate and expand the user's capabilities of content generation.

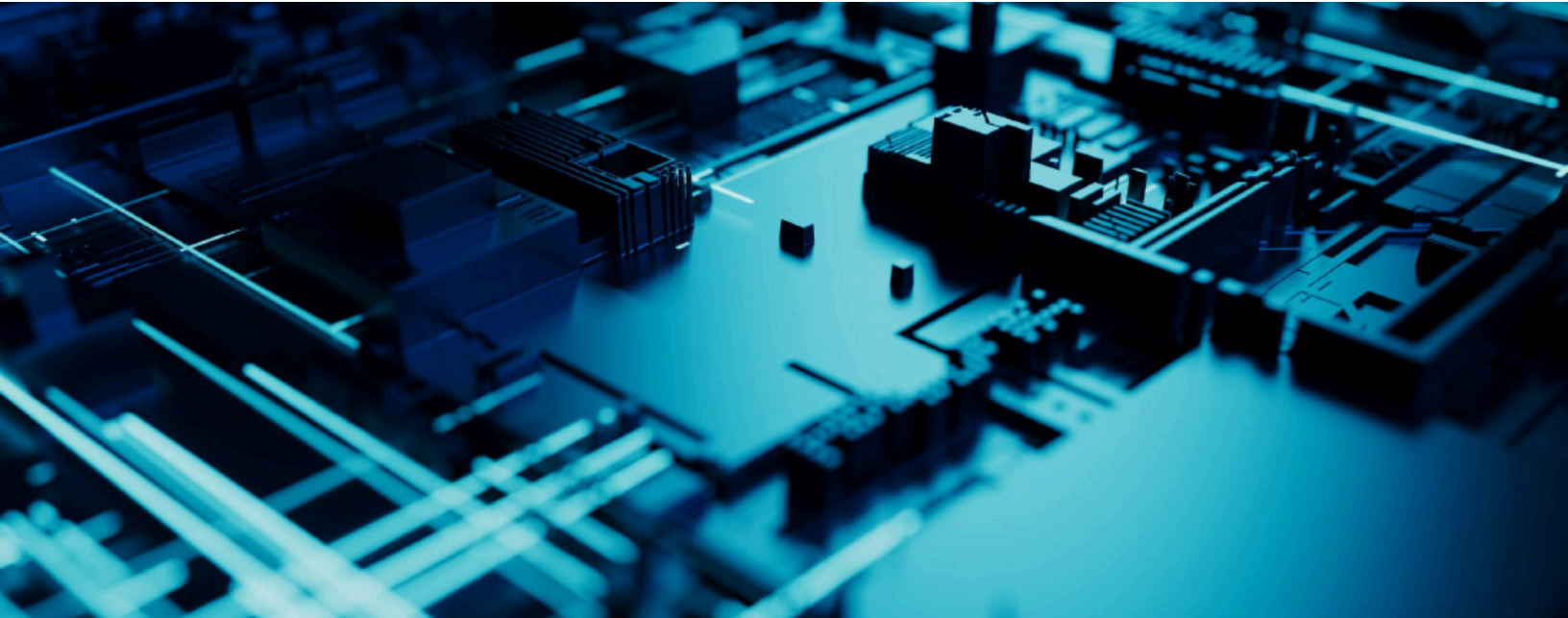
**We highly recommend exploring the valuable uses of these tools.**

In line with UNESCO's and the European Commission's recommendations on the ethical and responsible integration of AI in education, ESCP encourages the exploration of generative AI tools as a way to enhance learning, teaching, and innovation. The school supports their use when it contributes to educational progress and respects academic values.

However, these tools have limitations and come with some risks. It is also to be noted that not all uses are acceptable and responsible use requires practices that foster trust.

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## Limitations, risks and responsibilities

Students are solely responsible for the consequences of their use of generative AI tools. This applies whether they use these tools directly or indirectly (through other tools or through an API - application programming interface<sup>1</sup> for example).

Students should be aware of the limitations of using generative AI tools: biases, discriminations, incomplete answers, inaccurate information, fake information, inequalities, are among the possible limitations.

Students should be aware of the risks associated with using generative AI tools. In particular, confidentiality and information privacy may not be reinforced. Students shall not transmit to a generative AI tool confidential data or personal data unless they have explicit guaranties about the protection of such data. In any case, they shall not use personal data without the consent of the data subject – after making sure this person is fully aware of the way their data is going to be processed. Overall, ESCP advises students to use the resources provided by the School (and not personal subscriptions) as these guarantee data confidentiality and respect for privacy.

Students should also be aware that generative AI tools can produce outdated or hallucinated content that may appear convincing. They are expected to critically assess and verify AI-generated outputs using trusted academic and professional sources.

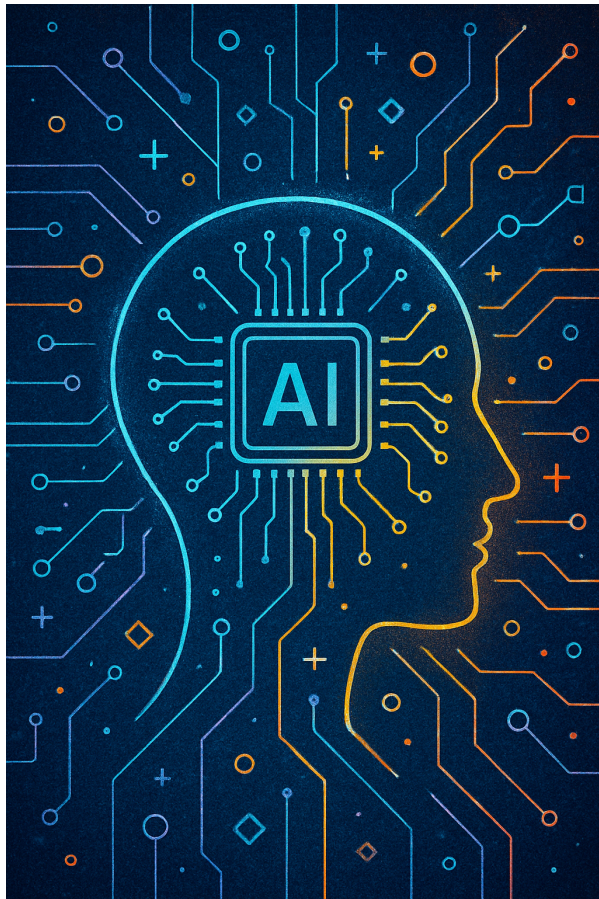
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<sup>1</sup> An API is a system enabling a computer program to use another tool.

## Acceptable and unacceptable uses

ESCP students, as part of the ESCP community, are expected to strive for a fairer and better society and to commit to promoting the values of integrity, respect for oneself, for others, for the environment, and the promotion of human dignity and diversity.

All usages of generative artificial intelligence tools should comply with this endeavour.



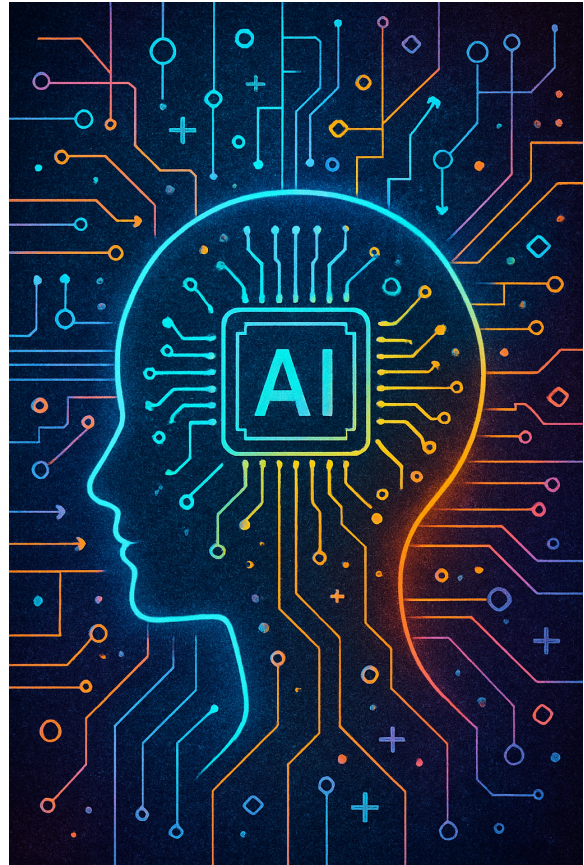
There are numerous AI or AI-enabled technologies, including generative AI such as ChatGPT, available for writing academic papers. ESCP Business School allows the use of these technologies in the preparation of written academic work, but it does not accept that AI-generated content is adopted and unedited unreflectively. Sources should always be cited using academic referencing standards. Students are solely responsible for the accuracy and correctness of their work, including the sources used.

AI-generated content will not be recognised as the student's own original scientific work. Adoption of this content without reference to its origin will be interpreted as academic misconduct. For example, if content is produced with a tool such as ChatGPT, it should be clearly acknowledged in the references, e.g.<sup>2</sup>: 'The summary in Section 2 was generated using ChatGPT (OpenAI, 2025). Prompt: "Summarise key trends in consumer behaviour."'

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<sup>2</sup> More examples can be found at: <https://www.scribbr.co.uk/using-ai-tools/chatgpt-references>

All prompts must be saved when using generative AI-tools (e.g., ChatGPT, Gemini, etc.). Exempt from this rule are tools that focus on translations and on checking grammar, spelling, or formatting of references (e.g. Grammarly, DeepL, QuillBot), except where the learning objective specifically concerns language acquisition or translation skills, such as in language courses. In such cases, professors are expected to inform students when these tools are not permitted. However, their use must still be documented. For instance, students should include a note in a footnote or appendix such as: 'This text was checked using Grammarly for grammar and spelling corrections' or 'Translation of this paragraph was assisted by DeepL.'



Usages of generative artificial intelligence tools shall not compromise academic and intellectual integrity in any way: the use of generative AI tools shall be explicitly stated<sup>3</sup>, whatever the use - for instance generating text, improving an existing text, translating a text, analysing data, etc. Submitting works and assessments created or modified by AI tools as if they were the student's own represents academic misconduct. If a generative AI tool has been used, then all or part of the document has not been produced by the student. If this is not explicitly stated, this is a fraud.

Every usage of generative AI tools shall comply with the restrictions and authorisations specific to each course or each pedagogical activity. It has to be explicitly approved by the course instructor, or by the thesis supervisor within the framework defined by the programme director in the case of a thesis.

Generative AI tools shall not be used to make up a fake reality (images, interviews, biographies, stories/cases, videos, etc.) – unless it is stated that what is presented is fake.

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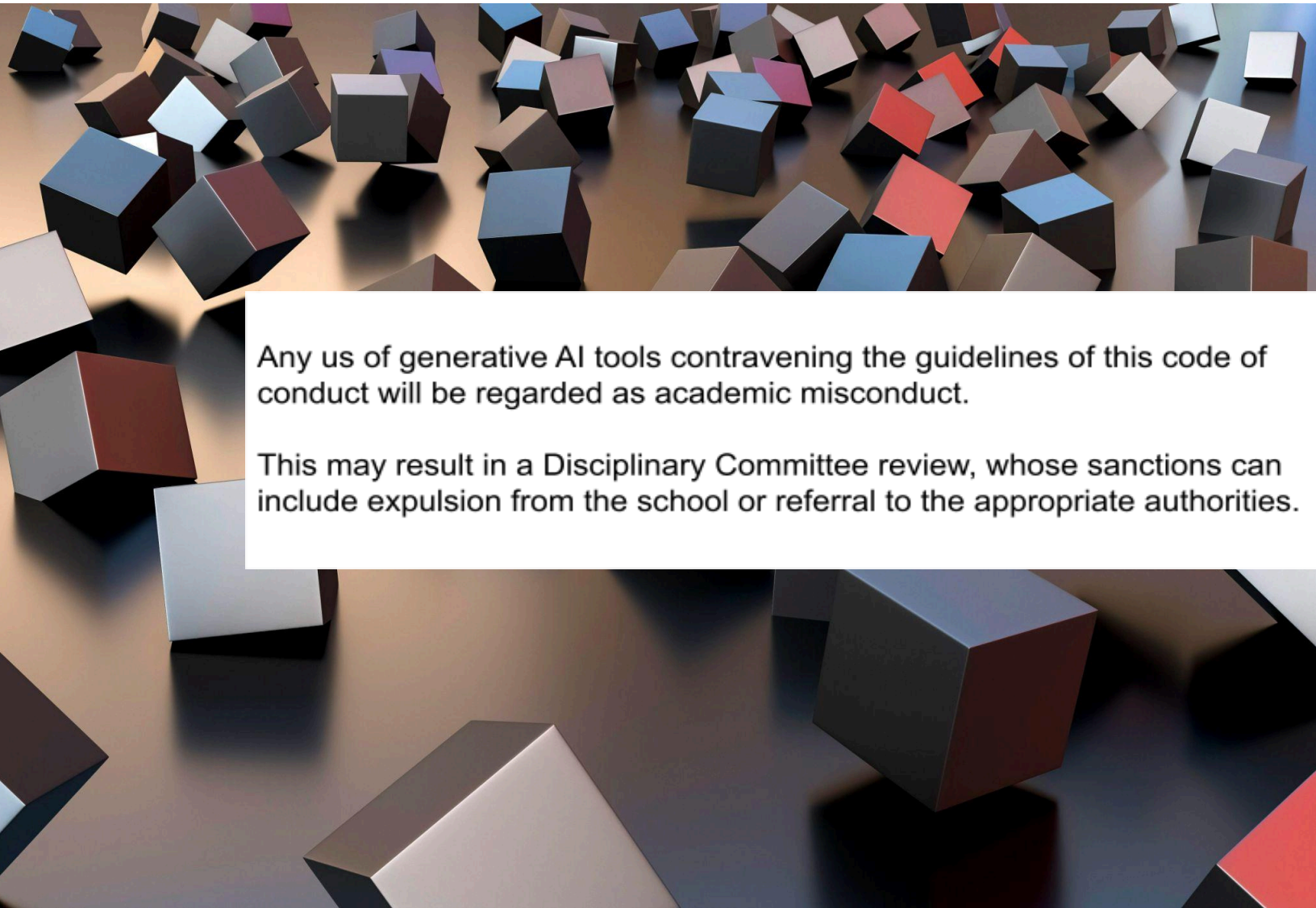
<sup>3</sup> Examples of ways for citing and acknowledging the use of generative AI tools can be found here: <https://www.scribbr.co.uk/using-ai-tools/chatgpt-references/>

## Building trust

Students should document their use of generative AI tools in order to be able to prove their academic integrity.

Prompts used should be kept.

If generative AI tools are used to improve a draft document, this draft should be kept.

A background image consisting of numerous 3D cubes of various colors (blue, red, grey, brown) scattered across a dark, reflective surface. The cubes are rendered with soft shadows and highlights, giving them a three-dimensional appearance.

**Any use of generative AI tools contravening the guidelines of this code of conduct will be regarded as academic misconduct.**

**This may result in a Disciplinary Committee review, whose sanctions can include expulsion from the school or referral to the appropriate authorities.**



## AI Literacy and Ongoing Dialogue

ESCP recognises that the role of AI in education will continue to evolve. Students are invited to approach AI with curiosity, responsibility, and critical thinking.

The School encourages open dialogue between students, faculty, and staff to continuously improve our understanding and guidance around AI tools.

Workshops, resources, and training will be made available to help students develop their AI literacy, evaluate outputs critically, and use these technologies ethically and effectively.

# Legal, Ethical and Institutional Framework

The use of generative AI tools at ESCP must comply with legal regulations, institutional policies, and academic ethics.

## **Data protection and confidentiality**

Students must not upload personal, confidential, or sensitive data to generative AI tools unless explicitly authorised and privacy is guaranteed.

Always use school-approved tools such as ChatGPT Edu to ensure GDPR compliance and data security.

Before using any tool, check privacy settings and disable data training or history saving when possible.

## **Academic integrity and school regulations**

Use of AI tools does not exempt students from responsibility for their work.

Unacknowledged or unauthorised use of AI may be treated as fraud or plagiarism and referred to the Disciplinary Committee.

Students must follow course-specific rules: instructors may allow or restrict AI use depending on the learning goals.

## **Ethical, social and environmental considerations**

ESCP promotes a responsible and sustainable use of AI.

Favour simple tools over high-energy AI solutions when appropriate.

Avoid biased outputs or unfair practices. AI must be used to support inclusive and thoughtful learning.

Students are encouraged to engage critically with the tools they use.

## **Transparency and documentation**

Students should keep records of prompts and document drafts when using generative AI tools.

They may be asked to explain how AI contributed to their assignments.

Finally, students are reminded that the School's Internal Rules remain fully applicable. In the event of any contradiction between this document and the Internal Rules, the latter shall prevail.

For any questions or concerns regarding the responsible use of AI tools at ESCP, students can contact [genai@escp.eu](mailto:genai@escp.eu), and review ESCP's Charter For The Use Of AI.