

Fundraising AI Compliance Action Plan

Assign the action plan table below to confirm that your organisation complies with key aspects of the Fundraising Regulator AI guidance.

Check	Who	When	Done
Code of Fundraising Practice – Ensure fundraising is legal, open, honest, and respectful.			
Trustee Responsibilities – Approve AI use, oversee risk assessments, maintain board-wide understanding.			
Human Oversight – and approval of all key decisions.			
Safeguarding – Apply extra care for vulnerable people.			
Record Keeping – Keep records of AI decisions, audits, and risk assessments.			
Transparency – Inform donors about AI use where relevant and proportionate.			
Data Protection – Complete DPIA, comply with GDPR, and protect donor data.			
Fairness & Bias – Audit AI for bias and discrimination, as well as accuracy, tone and relevance.			
Complaints – Provide clear processes for donor complaints and redress.			
Approved Tools – Use reputable AI systems only; no shadow AI.			
Regular Review – Monitor AI tool performance and update policies as needed.			
Train staff and volunteers on AI fundraising compliance.			
Update policies and procedures to reflect AI use.			

Regulatory Guidance

Fundraising Regulator

- [Fundraising Code of Practice \(Nov 25\)](#)
- [AI Guidance \(Dec 25\)](#)

Information Commissioners Office

- [Guidance on AI and data protection](#)
- [AI and data protection risk toolkit](#)

Advertising Standards Authority

- [Disclosure of AI in Advertising \(May 25\)](#)



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