

IFA Generative AI and Authenticity Policy

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Issued by: Irish Farmers' Association Press Office, [contact details here](#).

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1. Purpose

This policy sets out how the Irish Farmers' Association (IFA) manages and verifies information in an era of generative artificial intelligence (AI) and synthetic media.

It is designed to safeguard members, farmers, partners, media stakeholders and the general public from misinformation or manipulated digital content that may appear to originate from IFA or its representatives.

2. Official Sources of IFA Information

IFA communicates only through a verified set of channels.

If you receive information claiming to come from IFA, please check that it appears on one of the following:

Medium	Official Account / Domain
Website	www.ifa.ie
Press Releases	Issued solely by the IFA Press Office (contacts here). All press releases are posted on IFA.ie.
Email Newsletters	The IFA weekly email newsletter is issued from the IFA Press Office using the email address news@ifa.ie and originates from the ifa.newsweaver.com domain.
X (Twitter)	@ifamedia - the official IFA X account. @gormanifa - the IFA President's X account.
YouTube	@ifaie
Facebook	/IrishFarmersAssociation
Instagram	/IFA.ie
TikTok	@irishfarmersassociation
SMS & Transactional Emails	Sent via the internal IFA Broadcast System.
WhatsApp Broadcast	Irish Farmers' Association
WhatsApp Groups	Managed regionally by authorised IFA personnel and officers only.

If you are uncertain about the authenticity of any message, image, video or statement attributed to IFA, contact pressoffice@ifa.ie or phone the IFA Press Office directly, [details here](#).

For a list of current verified senior representatives of the Association please see:

- [National Officers & Staff](#)
- [County Chairs](#)
- [National Commodity & Cross-Sectoral Committee Chairs](#)
- [Regional Offices](#)
- [IFA Brussels & European Office](#)

3. AI-Generated or Manipulated Content

IFA does not use generative AI to create or alter videos, audio recordings or images that feature any IFA officer or spokesperson without clear disclosure and editorial oversight.

Any such material circulating online that has not been published through the official channels above should be treated as unauthorised and potentially false.

IFA reserves the right to issue formal corrections or public warnings when synthetic or manipulated content is identified.

AI tools may be used internally to assist staff with drafting, translation or research tasks under strict privacy and data-protection controls governed by a distinct Generative AI Staff Policy.

IFA produces a weekly audio summary of its newsletter called AgView using synthetic Irish voices generated by AI under editorial control of the IFA Press Office.

- Each AgView episode provides a short (3–4 minute) audio summary of that week's newsletter.
- The script is written and verified by the Press Office prior to publication.
- All AgView audio carries a label stating that it has been AI-voiced with IFA editorial oversight.
- This limited, transparent use of AI enhances accessibility and does not alter or fabricate IFA positions or statements.

4. Verification and Fact-Checking for the Public

To confirm that a piece of content is genuine:

1. Check the source and channel

IFA statements are always issued by the IFA Press Office and published on the IFA.ie website and are shared by the verified accounts listed above.

2. Look for branding and tone

Official publications, statements, videos, graphics and audio carry IFA logos and are issued via the verified accounts listed previously.

3. Be alert to signs of manipulation

Unusual voices, lighting, or content inconsistent with IFA policy may indicate synthetic media.

4. Verify directly with IFA

If in doubt about any media or content that you have received or discovered, please contact the IFA Press Office directly before responding or sharing.

5. Responsible Use of IFA Messaging Channels

All IFA personnel and IFA officers must comply with:

- Social Media & Messaging House Rules
- WhatsApp Code of Conduct for National Council
- Generative AI Staff Policy

These policies ensure that only authorised personnel communicate on behalf of IFA; content remains respectful and compliant with the latest national and EU data regulations; and any use of AI is transparent and responsible.

6. Reporting Misuse or Disinformation

IFA encourages members, journalists and the public to report:

- Fake or altered content purporting to be from IFA or its officers;

- Impersonation of official IFA accounts; or
- Disinformation targeting the farming community.

Report suspected misuse to pressoffice@ifa.ie or via the Contact Us page.

IFA will work with digital platforms, media partners and authorities to attempt to correct false information promptly.

7. Data Protection and Ethical Standards

IFA follows the EU General Data Protection Regulation (GDPR), the AI Act, and the Data Act. The IFA Privacy Policy is [available here](#).

Data which is confidential or which could identify a member are never used in AI systems.

IFA monitors emerging guidance from the Data Protection Office of Ireland, the European Data Protection Board and the Media Commission to ensure ongoing compliance.

8. Policy Review

This policy will be reviewed periodically or when major technological or regulatory changes occur.

Updates will be published on IFA.ie.