

2025 Shared AI Charter for UK Counselling and Psychotherapy Organisations
A Commitment to Ethical and Pragmatic AI Integration in Counselling and Psychotherapy

As AI technologies evolve, we commit to a partnership structure that ensures AI is integrated responsibly, ethically, and in alignment with the core values of the counselling and psychotherapy professions. We, the undersigned counselling organisations, acknowledge the increasing role of artificial intelligence (AI) in mental health, counselling and psychotherapy.

Guided by a commitment to relational ethics and public trust, we agree to support the following principles:

1. Client-Centred Ethics – AI applications in counselling must prioritise client wellbeing, uphold data protection and information security, and respect professional ethical standards.
2. Human Connection – AI should support, not replace, human therapeutic relationships. Establishing a therapeutic rationale should remain the responsibility of trained counsellors in collaboration with clients.
3. Transparency and Accountability – The use of AI should be transparent, reasonable, and open to scrutiny.
4. Equity and Accessibility – The use of AI should be developed and deployed in ways that do not reinforce biases or create barriers to accessing mental health support. All AI generated data should be checked for accuracy.
5. Ongoing Evaluation and Adaptation – Given the rapid evolution of AI, we recognise the importance of continuous assessment of risks and benefits and monitoring emerging evidence and best practices.

By adopting this shared framework, we aim to be committed to the integrity and trustworthiness of counselling and psychotherapy services in the UK amid the changing landscape of AI.

Signed

(Names of organisations)