

Terms of use of the “Maurice” service

1. Purpose and Scope of Application

These Terms of Use (the “Terms”) govern access to and use of the chatbot service known as “Maurice” (the “Service”), provided by Bologna Business School (“BBS”).

The Service is based on artificial intelligence technologies and is intended for use by persons authorised by BBS, including students, lecturers and staff members (the “User”).

Use of the Service is optional and is permitted exclusively within the scope of BBS’s institutional, educational and training activities and solely for such purposes.

2. Nature of the Service

2.1 Service Features

The Service is based on generative artificial intelligence technologies and is designed to understand the User’s questions and assist them in real time by providing general information and support in connection with educational activities.

2.2 Disclaimer and Limitations

The User acknowledges and agrees that:

- a. the information and content generated by Maurice (the “Outputs”) may not always be complete, accurate or up to date. The Service, being based on probabilistic artificial intelligence technologies, may generate inaccurate or misleading responses (“hallucinations”);
- b. Outputs may vary depending on how the User formulates the input. The User therefore undertakes to exercise particular care when formulating their requests;
- c. use of the Service is entirely optional. Outputs do not in any way replace BBS’s official sources, lecturers’ evaluations or human critical judgment. The User may at any time contact their lecturer or BBS staff through the ordinary contact channels available within their programme;
- d. the User undertakes to use the Service exclusively for educational purposes and to support the training activities provided by BBS.

3. User Obligations and Responsibilities

3.1 Responsibility and Disclaimer of Liability

The User remains solely responsible for the use made of the Service and of the Outputs generated. The User is required to exercise active supervision and critical judgment, verifying the factual accuracy and logical consistency of any Output before relying on or using it.

BBS shall not be liable for the accuracy, completeness or reliability of Outputs generated by the Service, nor for any use of the Service other than for educational and training purposes made by the User in breach of these Terms. In the event of any non-compliant use by the User, the latter shall release and hold harmless BBS from any pecuniary and non-pecuniary liability.

3.2 Human Oversight and Accuracy

The User further undertakes not to use the Service in such a way as to improperly replace human judgment where such judgment is required, nor in any way that may prejudice the rights of third parties or breach obligations relating to confidentiality, security or data protection.

3.3 Academic Integrity

The User undertakes to comply with the highest standards of academic integrity.

In particular:

- a. the use of Maurice in assessments (examinations, assignments or tests) is permitted only where expressly authorised by the lecturer for the specific course and in accordance with the instructions provided;
- b. presenting work generated, in whole or in part, by Maurice as original work, where such use is not permitted, constitutes a serious academic violation (plagiarism/academic dishonesty) and shall be sanctioned in accordance with the regulations in force at BBS;
- c. where the use of Maurice is permitted, the User is required to explicitly disclose and properly acknowledge the contribution of the tool in a clear and transparent manner, in accordance with applicable academic conventions and any instructions provided by BBS or the lecturer;
- d. the User acknowledges that compliance with these Terms may be verified by BBS through technical and organisational measures aimed at ensuring the security and proper functioning of the Service and preventing unlawful or non-compliant uses.

It is understood that use of the Service by lecturers must comply with BBS internal policies and applicable laws and regulations, particularly with regard to academic evaluation and decision-making activities. The User further undertakes to use the Service in compliance with the BBS Code of Ethics.

3.4 Personal Data Protection and Confidentiality

In accordance with Regulation (EU) 2016/679 (GDPR) and BBS internal policies, the User undertakes:

- a. not to enter personal data relating to themselves, except where strictly necessary;
- b. not to enter, upload or otherwise provide to the Service special categories of personal data pursuant to Article 9 GDPR (including, by way of example, data concerning health, racial or ethnic origin, political opinions, religious or philosophical beliefs, sex life or sexual orientation, trade union membership), nor personal data relating to criminal convictions or offences;
- c. not to enter personal data relating to third parties, except where strictly necessary and in compliance with applicable data protection laws;
- d. not to enter or upload confidential, proprietary or restricted information, including business data, know-how, non-public teaching materials, unpublished research data or content subject to confidentiality obligations.

The User acknowledges that the content entered into the Service is not subject to systematic prior review by BBS.

The User assumes full responsibility in relation to such content and undertakes to indemnify and hold harmless BBS against any liability, damage or claim arising from the unlawful or non-compliant insertion of data or information, without prejudice to BBS's legal obligations as data controller.

3.5 Intellectual Property

- a. All intellectual property rights relating to the Service, its architecture and the specific developments (including, by way of example, prompts, pipelines, Knowledge Base and embeddings) are the exclusive property of BBS and their respective rights holders.

- b. The User undertakes not to upload or enter into the Service any content, data or materials protected by copyright or other intellectual property rights unless the User owns the relevant rights or has obtained the necessary authorisations.
- c. The User is responsible for ensuring that the use of Outputs does not infringe third-party intellectual property rights. To this end, the User remains solely responsible for assessing the suitability of Outputs for the intended purposes and manner of use, including in academic, professional or public contexts.
- d. The User assumes full responsibility for any infringement and undertakes to indemnify and hold harmless BBS from any adverse consequence, without prejudice to BBS's responsibilities under applicable law.
- e. The User acknowledges that requests and content entered into the Service (including prompts) are processed by BBS to the extent necessary for the operation of the Service and the generation of responses, as well as, where applicable, for technical, security and service improvement purposes, in compliance with applicable law. Such content shall not grant the User any rights vis-à-vis BBS with regard to the functioning, logic or outputs of the Service. Any rights relating to content entered by the User shall remain vested in the User to the extent provided by applicable law.

3.6 Access Credentials

Access to the Service is granted through the authentication systems provided by BBS, including Single Sign-On (SSO) systems.

Access credentials are personal and non-transferable. The User undertakes not to share them with third parties and to keep them secure with the utmost care.

The User is responsible for all activities carried out through their account.

4. Prohibited Practices

The following practices are prohibited, including under applicable artificial intelligence legislation.

The User is expressly prohibited from using the Service, directly or indirectly, to:

- a. use subliminal, manipulative or deceptive techniques capable of distorting a person's behaviour or improperly influencing their decisions;
- b. exploit the vulnerabilities of individuals or groups due to age, disability or social or economic conditions;
- c. carry out evaluations or classifications of individuals (social scoring) based on behaviour or personal characteristics where this results in discriminatory or disproportionate effects;
- d. infer or deduce special categories of personal data;
- e. generate or disseminate unlawful, discriminatory, offensive or otherwise harmful content that infringes the rights of third parties, BBS or BBS regulations;
- f. use the Service in any manner capable of compromising, circumventing or interfering with the proper functioning, security, integrity or availability of the system.

5. Data Processing

The User's personal data is processed by BBS in accordance with applicable law and as described in the dedicated Privacy Notice.

Data entered into the Service are processed for the provision of the Service, as well as for technical, security and monitoring purposes relating to the proper functioning of the Service, including for the prevention of unlawful or non-compliant uses and for ensuring the security and integrity of the Service, in accordance with applicable law and the guidelines issued by the Italian Data Protection Authority.

Such data are not used, either directly or indirectly, for the training or retraining of artificial intelligence models.

For all information relating to the processing of personal data, the User is invited to consult the dedicated Privacy Notice available on the BBS website at <https://www.bbs.unibo.it/> under the “Privacy” section.

6. Limitation of Liability

The Service is provided “as is”.

BBS does not guarantee the correctness, completeness, reliability or updating of Outputs, nor the absence of errors or inaccuracies.

The User uses the Service under the User’s sole responsibility.

7. Violations and Consequences

Any violation of these Terms, as well as of BBS policies and regulations, including ascertained following technical and organisational checks relating to the proper use and security of the Service, may result in suspension or revocation of access to the Service.

Any disciplinary, civil, criminal or administrative liability shall remain unaffected.

8. Acceptance of the Terms

Access to and use of the Service are subject to the User having read and accepted these Terms and the Privacy Notice.

BBS reserves the right to amend these Terms at any time and, where necessary, to require renewed acceptance by the User.

9. Governing Law and Jurisdiction

9.1 These Terms shall be governed by Italian law.

9.2 Any dispute relating to the interpretation, validity or performance of these Terms shall fall within the jurisdiction of the Court of Bologna, without prejudice to any mandatory courts of jurisdiction provided by law, including, where applicable, the consumer forum under applicable legislation.

Pursuant to Articles 1341 and 1342 of the Italian Civil Code, the following clauses are specifically approved:

- **Section 3.1** (Responsibility and Disclaimer of Liability), and
- **Section 9** (Governing Law and Jurisdiction).