The DMJX guidelines for GDPR = working with personal data = working with information about individuals.

Available in English:
http://studieservice.mediajungle.dk/gdpr-dit-ansvar-som-studerende/
It is important and required that you know and follow these guidelines.
GDPR rules may seem very restrictive. And they are.

But - please observe that journalism students in *some* cases have exemptions from *some* of the GDPR rules; this is when their assignments are aimed for publication on DMJX' news publishing platforms. In practical terms, all journalistic products are being published on the school news sites like mediajungle and/or eftertryk and/or studentstv.

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Media law and press ethics in Denmark

The Penalty Code, the Media Liability Act and the industry's Code of Ethics regulate rights/obligations for journalists and media (among several other laws). The Code of Ethics for the Danish journalists and media is defined and interpreted by the Danish Press Council. You will find some law texts and the code here (in Danish only):

https://www.pressenaevnet.dk/retningslinjer-for-god-presseskik/

The very brief Q&A on media law:

Recording phone conversations: Yes, you are allowed to record a conversation in which you take part - without asking/informing the other part. (That is not same thing as making the recording public via broadcasting or printing.) So as a journalist, it's not mandatory to reveal that you tape a phone interview. Of course, if the source feels offended when she finds out that she was recorded, you have a problem.

Taking photos and shooting video from **public places**: Yes, generally allowed. But in case of publication, they must respect people's integrity. In particular, nudity and victims of accidents and crime are protected.

Taking photos and shooting video from **private premises**: No, you are generally not allowed to do that without permission. But the question of penalty or impunity depends on purpose and intention. If in doubt whether public or private place: Ask for permission. For example, taking photos (except for private use) from a railway facility requires permission from the railway authorities.

Freedom of speech - and limitations: The right to freedom of speech is universal in the Danish constitution, meaning that anyone has the right to express her or his opinions and beliefs - thus not limited by age, nationality, religion etc. But quoting such speech may be restricted, for example if the source is vulnerable, drunk, emotionally unstable etc. And, according to the standards set by the Press Council, journalists must ask parents' permission if quoting children, depending on "the nature of the subject and the minor's age."

FOI/ Freedom of Information: Danish journalists have relatively good FOI-rights. Public officers may talk to you; it is formally their right but only to some extent their duty, and many are reluctant to talk to journalists (on and off record). In daily life, public servants/employees are squeezed and expected to obey the professional and personal interests of their superiors. Although it is the duty of public servants to reveal injustice and illegal administration etc., whistleblowers are inadequately protected from later sanctions.

Protection of sources: Danish media can protect their sources (and keep their identity secret, if necessary). Journalism students are officially not considered "media" (although recent verdicts have granted journalism students right to source protection), but for publications on the school's news platforms, we are covered. Anyway, be careful if your story is controversial. Remember, the credibility and responsibility of a journalist are affected by the use of anonymous sources.

Copyright: You are responsible for respecting copyright rules for material you use and publish. In Denmark there is no "fair-use rule" and therefore no exception for non-commercial or non-profit use. However, DMJX has limited license agreements to use the material from certain photo agencies, news wire services and music libraries.

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The text below is a computer generated translation and alteration of the original version in Danish.

It is from the official overall studyguide/curriculum ("studieordning") for the journalism and photojournalism BA at DMJX, see https://studieservice.mediajungle.dk/studieordninger/

At the bottom here, you will find a copy of the Danish original:

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This is Copilot's translation of the Danish original, on 30 July 2025:

Appendix 2: Guidelines for the Use of Generative AI

These guidelines outline how students in the Journalism and Photojournalism programmes at the Danish School of Media and Journalism (DMJX) may use AI tools.

Your use of AI:
You are allowed to use AI tools in all parts of your work process.

Your own work:
AI may only be used as assistance and must not complete the entire assignment for you. Submitted assignments must be independently produced work. Therefore, AI tools must not actually generate assignment responses, (photo)journalistic products, academic papers, reflection reports, feedback, etc. Doing so would fall under the general rules on plagiarism and cheating.

AI-generated illustrations:
AI tools may be used to create illustrations (photo, video, audio), but not (photo)realistic illustrations that could be mistaken for documentation.

How to inform your audience about your use of AI in (photo)journalism:
Always consider whether you should disclose your use of AI-generated tools in the journalistic process.

How to inform your teacher/supervisor/examiner about your use of AI:
If you use AI, you must clearly state in your reflection report what you used it for and how.

Fact-checking:
Information originating from AI tools must, like all other information used in assignments and journalistic productions, be verified. It is your responsibility to check the reliability of all information used.

Special cases with broader allowances:
In special cases, assignment instructions may explicitly allow more extensive use of AI tools.

Copyright:
You are responsible if, in connection with the use of AI, you upload or share material (of any kind) that may be subject to GDPR and/or copyright regulations.

Personal data:
See DMJX's general guidelines for students' use of AI services (available via Study Service: https://dmjx.nu/public/D2024-0025551.pdf).

References:
At DMJX, output from ChatGPT and other language models (LLMs) is considered a source. You must therefore cite them in the same way as other references in your assignment, i.e., following APA style. A citation might look like this:
OpenAI. (2023). ChatGPT (Nov 6 version) [Large language model].

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The original in Danish:

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Bilag 2 Retningslinjer for brug af generativ AI

Retningslinjerne beskriver, hvordan studerende på Journalist- og

Fotojournalistuddannelserne ved Danmarks Medie- og Journalisthøjskole kan bruge AI-

værktøjer.

Din brug af AI: Du må bruge AI-værktøjer i alle dele af din arbejdsproces.

Dit eget arbejde: AI må kun bruges som hjælp, men ikke lave hele opgaven for dig.

Afleverede opgaver skal være selvstændigt produceret arbejde. AI-værktøjer må

derfor ikke reelt producere en opgavebesvarelse, (foto)journalistiske produkter,

akademiske opgaver, refleksionsrapporter, feedback osv. Det vil i givet fald falde ind

under de almindelige regler for plagiat og snyd.

AI-producerede illustrationer: AI-værktøjer kan bruges til at udarbejde illustrationer

(foto, video, lyd), men ikke (foto)realistiske illustrationer, som kan forveksles med dokumentation.

Sådan fortæller du din modtager af din (foto)journalistik om din brug af AI: Overvej altid, om du bør deklarere din brug af AI-genererede redskaber i den journalistiske proces.

Sådan fortæller du din underviser/vejleder/censor om din brug af AI: Hvis du bruger AI, skal du i refleksionsrapporten tydeligt skrive til hvad og hvordan.

Tjek fakta: Informationer, der stammer fra AI-værktøjer, skal ligesom alle andre informationer, du bruger i opgaver og journalistiske produktioner, verificeres, og det er dit ansvar at tjekke pålideligheden af alle anvendte informationer.

Særtilfælde med videre grænser: I særlige tilfælde kan der være opgaveformuleringer, som eksplicit tillader mere omfattende brug af AI-værktøjer.

Ophavsret: Det er dit ansvar, hvis du i forbindelse med brug af AI uploader eller viderebringer materiale (af enhver art), der måtte være omfattet af regler om GDPR og/eller ophavsret.

Persondata: Se DMJX´overordnede retningslinjer for studerendes brug af AI-tjenester (ligger på studieservice: https://dmjx.nu/public/D2024-0025551.pdf).

10. Henvisninger: På DMJX anses output fra ChatGPT og andre sprogmodeller (LLM) som referencer. Du skal derfor henvise til dem på samme måde som til andre referencer i din opgave, dvs. efter APA style. En henvisning kan fx se sådan ud: OpenAI. (2023). *ChatGPT* (Nov 6 version) [Large language model].

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