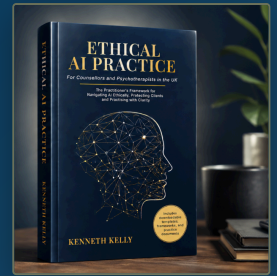


Ethical AI Practice

For Counsellors and Psychotherapists in the UK

Kenneth Kelly



A practitioner's framework for navigating AI ethically, protecting clients, and practising with clarity.

THE REALITY

Your clients are already using AI. Your professional body is asking you to respond. You already know how to think ethically. This book shows you how to apply that thinking to AI, without becoming a technologist. **#1 Amazon UK Bestseller in Counselling and Psychology at launch**, and praised by senior figures at BACP, UKCP, NCPS, COSCA and CPCAB.

INSIDE THE BOOK

- The Critical Thinking Matrix: a structured method for evaluating any AI tool, now or years from now.
- What your therapeutic contract needs to say about AI, with an example clause to adapt.
- Worked scenarios grounded in UK counselling and psychotherapy practice.
- Auditable, defensible decision-making, plus downloadable companion resources.

WHAT OTHERS ARE SAYING

"A very welcome book... enabling all of us as practitioners to work ethically and safely with our clients."

Dr Susan Dale, Ethics Lead, BACP

"A gift in the form of a framework."

Ray van der Poel, COO, CPCAB

ABOUT THE AUTHOR



Kenneth Kelly is the AI Lead at Counselling Tutor and a founding member of the AI Expert Reference Group (AIERG) in Counselling and Psychotherapy, the cross-sector group that brought BACP, UKCP, NCPS, COSCA and CPCAB to the same table. A qualified counsellor, clinical supervisor and educator, he is also the author of *Basic Counselling Skills: A Student Guide* and co-author of *Online and Telephone Counselling: A Practitioner's Guide*. He welcomes invitations to speak with organisations and training bodies on ethical AI in our work.