

## Purpose & Scope

This policy sets out how we ensure responsible, safe, and ethical use of AI tools in operations and client projects. It applies to all employees, contractors, and partners using AI in design, communications, planning, marketing, finance, or HR.

## Definitions

**AI:** Systems capable of human-like intelligence (e.g., machine learning, generative AI).  
**Generative AI:** Tools producing text, images, or designs. **Automated Decision-Making:** AI-driven decisions without human oversight.

## Guiding Principles

1. **Safety & Robustness:** Test AI before deployment.
2. **Transparency:** Label AI-generated content where it may be misleading due to containing errors or inaccuracies.
3. **Fairness:** Monitor for bias.
4. **Accountability:** AI lead assigned as Tom Lowe.
5. **Contestability:** Human review for critical decisions.

## Authorised Tools & Use Cases

**Permitted:** Assisting with initial design concept generation, visualisation generation, drafting emails and documents, summarising documents.

**Prohibited:** Inputting sensitive data into free tools, sole reliance on AI for critical decisions, uploading confidential documents to public platforms, use without human oversight or verification.

## Data Protection

Comply with GDPR for personal data, consent, data minimisation, retention.

## Third-party Providers

Vet AI vendors and review their privacy/security/IP policies to ensure they are in line with this policy.

## Training & Awareness

Regular training and updates to be given to relevant staff on AI scope, risks, data protection and compliance.

## Monitoring & Reporting

AI Lead to conduct audits on document usage and identify any issues. Internal reporting to take place for misuse or bias. Breaches to be addressed promptly.

This policy will be reviewed on an annual basis or when adopting new AI tools/regulations. It is to be periodically benchmarked against UK government guidance.



**Richard Russell**  
Director



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Director

Date: 12 August 2025

**Date to be reviewed: by August 2026**