



AI Policy Statement

“AI: ethically guided, human-centred”

As AI emerges as a transformative force in society and the professional landscape, we will ensure that any adoption of AI is consistent with our values.

Our collective effort will focus on benefiting our customers, colleagues, communities, and the environment, guided by principles of informed action, alignment, transparency, and legality.

Our commitments

- **AI's Broader Implications:** The introduction of AI touches upon every aspect of our operation. From digital data and tools to our processes and practices, bearing the potential to influence our entire business spectrum. It is imperative to assess AI's impact on our stakeholders with a comprehensive and equitable lens.
- **What AI is:** AI serves as a potent tool to enhance our efficiency and effectiveness, offering indispensable digital support in our operations.
- **What AI is not:** AI is not designed to replace human decision-making or operate independently. The responsibility to evaluate AI's risks and ensure proper regulation remains firmly in our hands.
- **Enhancing Team Well-being and Accuracy:** We are dedicated to enhancing our team's well-being and leveraging AI outputs to propel us forward, while rigorously verifying their accuracy.
- **Control and Alignment with Mission:** Mindful of the potential for unintended consequences, we assert full control over our innovations, ensuring they align with our mission to protect our achievements and clarify our decision-making processes. Curiosity and a commitment to continuous learning guide us.
- **Legal and Ethical Commitments:** Paramount to our efforts are the imperatives of legal compliance, privacy respect, security, assurance, and the unwavering adherence to our core values.

Implementation and Monitoring

- **Leadership and Governance:** The Managing Director, supported by the management team, will oversee the policy's implementation, ensuring that AI technologies are used in a manner that is ethical, transparent, and responsible.
- **AI Literacy and Responsible Use:** All employees are encouraged to enhance their understanding of AI technologies and to integrate ethical AI practices into their daily activities and decision-making processes.
- **Continuous Review and AI Evolution:** This AI policy will be reviewed regularly to incorporate new developments in AI technology, feedback from internal and external stakeholders, and advancements in AI ethics and governance standards. This ensures our AI practices remain at the forefront of technological and ethical standards.

We are committed to leading in the responsible use of AI, making a positive impact on our business operations, society, and the broader environment. Through continuous innovation and adherence to ethical AI practices, we aim to not only fulfil but exceed our responsibilities in the AI domain.



Original Signed

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