

IMPACT & CULTURE LTD

AI Policy

Last Reviewed: 25/10/2024

Next Review: 25/10/2025

At Impact Culture, we are committed to ethical, responsible, and transparent use of artificial intelligence (AI) technologies to advance equity, diversity, and inclusion (DEI) within our work and engagements. This policy outlines our principles, practices, and commitments to ensure AI is used in ways that align with our values and mission.

1. Purpose of AI Use

We use AI to:

- Enhance the accessibility and inclusivity of our services, such as offering AI-assisted tools for learning and engagement.
- Support data analysis for DEI audits, enabling deeper insights into organisational cultures.
- Streamline internal operations to maximise our focus on human-centred, meaningful interactions.

2. Principles for AI Use

Our approach to AI is guided by the following principles:

a. Equity-Driven Design

We prioritise fairness, ensuring AI systems are developed and used without reinforcing biases or inequalities.

b. Transparency

We clearly communicate when and how AI is used in our services and maintain an open approach to explaining AI processes.

c. Privacy and Security

We adhere to strict data protection standards to safeguard sensitive information and comply with relevant data protection regulations (e.g., GDPR).

d. Human Oversight

AI supports, but does not replace, human judgement. All AI outputs are subject to review by our skilled team to ensure accuracy and alignment with our values.

e. Accountability

We take responsibility for the outcomes of AI use and continuously monitor its impacts to prevent harm.

3. AI Applications

We leverage AI in the following ways:

- **DEI Learning Tools:** Enhancing user experience through adaptive e-learning platforms and accessible content generation.
- **Data Insights:** Analysing trends and generating anonymised, evidence-based reports to support DEI strategies.
- **Customer Interaction:** Supporting enquiries through AI-driven chat functions with the option to escalate to human support.
- **Content Creation:** Assisting in drafting and customising DEI resources, ensuring outputs are reviewed by experts before distribution.

4. Limitations of AI

While AI can be a powerful tool, it is not a substitute for human empathy, context, or lived experience. We commit to:

- Highlighting the limits of AI in addressing complex DEI issues.
- Recognising the importance of human-led interventions in fostering cultural change.

5. Continuous Improvement

We are dedicated to the ongoing evaluation and improvement of AI tools to ensure they:

- Meet our ethical standards.

- Align with advancements in AI governance and societal needs.

6. Feedback and Concerns

We encourage users to share feedback on their experiences with our AI-driven services. Any concerns about misuse, errors, or harm can be reported via e-mail, and we will address them promptly.

7. Commitment to Ethical AI

Impact Culture is a proud advocate for ethical AI practices and collaborates with partners, clients, and experts to ensure our AI use upholds the principles of diversity, equity, and inclusion.

For questions or further information about our AI policy, please contact us at **contact@impactculture.co.uk**.