AI Policy

Effective date: 21 April 2025

Our Commitment to Responsible AI Use

This AI Policy outlines how we at **CollabWork** use Artificial Intelligence (AI) tools to enhance our virtual assistant services while ensuring the privacy, confidentiality, and ethical use of your information.

PLEASE READ THIS POLICY CAREFULLY to understand our practices in relation to AI tools. By using our services, you acknowledge and agree to the use of AI as described below. If you have concerns, you may request to opt out of AI-assisted tasks at any time (see **Client Choice and Opt-Out** below).

Use of AI Tools

We use AI tools to support and improve our services, primarily in the following areas:
- Content ideation and refinement
- Image suggestions and design support
- Analysis of publicly available data
- Enhancing internal workflows and operational efficiency

AI tools are used to assist in generating ideas and streamlining processes, not to replace human oversight or judgment.

Data Entry and Anonymity

When inputting data into AI tools, we take care to anonymise and generalise the information. For example, rather than using client-specific data, we may describe a scenario generically (e.g., "a small online retailer in the UK").

AI Tools in Use

We currently use the following AI platforms and features:
- ChatGPT (paid version)
- Perplexity.ai
- Built-in AI features within Canva, Google, Grammarly, LinkedIn, Meta, and Metricool

These tools are used solely to assist our operations and are not permitted to access your personal or commercially sensitive data directly.

Data Privacy and Confidentiality

We are committed to maintaining the confidentiality of your information.
- **No personal or sensitive client data is entered into AI tools.** We do not input client names, contact information, or financial data.
- **Commercial confidentiality is maintained at all times**, in line with any existing Non-Disclosure Agreements.
- AI tools may interact with **publicly available information**, such as blogs or website content, for the purposes of content enhancement.

Video and Image Use: AI features are not used to edit video or image content that includes the likeness of clients or their customers unless we have received explicit consent.

Ethical Considerations and Verification

We are mindful of the ethical implications of using AI technologies:
- We do not permit AI platforms to use your data for model training or learning.

- All outputs are reviewed to ensure they do not infringe copyright, are factually accurate, and do not contain bias or misleading information.
- We check content generated by AI tools for plagiarism and originality, using trusted verification methods.

Regulatory Compliance

We comply with all applicable legal and regulatory obligations related to AI use, including:
- UK GDPR and other data protection laws
- Intellectual property laws
- Ethical and fairness standards in digital content creation

Client Choice and Opt-Out

Transparency is important to us. We aim to clearly communicate the role of AI in the services we provide.

If you would prefer that AI tools not be used in the delivery of services to you, you may opt out by submitting a written request via email to: **debra@collabwork.co.uk**.

We will honour your preferences and confirm how your request will be implemented.

Continuous Learning and Policy Review

AI technologies are rapidly evolving. As such:
- This policy is reviewed annually or sooner if there are significant changes to our use of AI or relevant legislation.
- We actively engage in professional development and stay up to date with ethical AI practices to ensure we are operating responsibly and transparently.

If you have any questions about this AI Policy, or our general approach to privacy and data protection, please contact us at **debra@collabwork.co.uk**.