

Acceptable use of AI Policy

1. Policy Statement

SeenEm[®] recognises the benefits of artificial intelligence (AI) technologies in improving efficiency, accuracy and innovation. This policy sets out the standards for the ethical, lawful and responsible use of AI within SeenEm[®]'s operations.

SeenEm[®] is committed to ensuring that AI is used in a manner that is transparent, fair, secure and compliant with UK law.

2. Scope

This policy applies to all:



Employees



Directors and officers



Contractors and consultants



Agency workers



Anyone using or deploying AI systems on behalf of SeenEm[®]

It covers all AI tools, systems and automated decision-making processes used within the business.

3. Legal and Regulatory Framework

SeenEm[®] complies with all applicable UK laws and guidance relating to AI, including:



UK General Data Protection Regulation (UK GDPR)



Data Protection Act 2018



Equality Act 2010



Human Rights Act 1998



ICO guidance on AI and data protection

4. Definition of Artificial Intelligence

For the purposes of this policy, AI includes:



Machine learning systems



Automated decision-making tools



Predictive analytics



Natural language processing tools



Any system that processes data to make or support decisions

5. Ethical Principles

SeenEm[®] ensures that AI use adheres to the following principles:



Lawfulness – AI is used in compliance with all applicable laws



Fairness – AI must not unlawfully discriminate or reinforce bias



Transparency – AI-assisted decisions must be explainable where required



Accountability – Human oversight is maintained at all times



Security – Data used by AI systems is protected and secure

6. Data Protection & Privacy

AI systems used by SeenEm[®] must:



Process personal data lawfully and fairly

Use only data necessary for the stated purpose

Comply with SeenEm[®]'s Data Protection & Privacy Policy

Ensure data is not used for unauthorised secondary purposes

Personal data must not be input into AI tools unless approved and compliant with UK GDPR.

7. Bias & Discrimination Prevention

SeenEm[®] is committed to preventing bias in AI systems.

Measures include:



Reviewing data inputs for bias

Monitoring AI outputs for discriminatory outcomes

Ensuring decisions affecting individuals are not based solely on automated processing where prohibited by law

Human review will be applied where decisions may have legal or significant effects.

8. Acceptable Use of AI Tools

AI tools may be used to:



Support administrative tasks

Assist with data analysis



Improve operational efficiency



Enhance service delivery

AI must not be used to:



Make unlawful or unethical decisions



Circumvent safeguarding, legal or compliance controls



Replace human judgement in high-risk decisions

9. Automated Decision-Making

Where AI is used in automated decision-making:



Individuals will be informed where required by law



Safeguards will be in place to allow human intervention



Decisions will be reviewed where challenged

SeenEm® will not use solely automated decisions where prohibited by UK GDPR.

10. Security & System Integrity

Users must:



Use only authorised AI tools



Protect access credentials



Report suspected misuse or vulnerabilities immediately

Unauthorised deployment of AI systems is prohibited.

11. Training & Awareness

SeenEm[®] provides appropriate guidance and training to ensure:



Responsible AI use



Understanding of ethical and legal obligations



Awareness of bias, privacy and security risks

12. Breaches of Policy

Breaches of this policy may result in:



Disciplinary action



Termination of employment or engagement



Legal or regulatory action where appropriate

13. Review and Approval

This policy is reviewed annually by the Board of SeenEm[®] to ensure it remains compliant with UK law, technological developments and best practice.

Approved by: The Board of SeenEm[®]

Review frequency: Annual

© 2026 SeenEm[®] Limited. All rights reserved.