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Purpose of This Policy

This policy outlines ALS Identify's commitment to ethical and responsible use of artificial intelligence (AI) technologies. It ensures compliance with EU legislation, fosters trust among stakeholders, and supports our business objectives by integrating AI in ways that are secure, transparent, and aligned with our values.

Ethical Use Guidelines

ALS Identify will only deploy AI solutions that are developed and used in accordance with ethical principles, prioritising fairness, accountability, and respect for human rights. All AI applications must align with ALS Identify's commitment to integrity, innovation, and customer-centricity.

Transparency

ALS Identify are committed to transparency in our use of AI. This is in accordance with Article 52 of the EU AI Act.

We will provide clear and accessible information about how AI technologies are used within our operations and services.

Customers and stakeholders will be informed whenever AI is used in ways that directly affect them.

Responsibility

The senior management team is responsible for overseeing AI implementation and ensuring compliance with this policy.


All employees involved in AI use or development must adhere to this policy.

Avoiding Bias

AI mirrors the data it is trained on, and we acknowledge the potential to reinforce societal biases. At ALS Identify, we are committed to creating AI-generated content that is both inclusive and ethical. We actively work to identify and address biases, ensuring our content remains accessible and fair for everyone.

Privacy

AI systems will comply with the General Data Protection Regulation (GDPR) and any subsequent data privacy laws. Personal data used in AI processes will be anonymised where applicable. Clear consent will be obtained before collecting or processing personal data for AI purposes.

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Security

Thorough vetting of AI applications to evaluate their data protection and cyber security measures.
Regular audits are conducted to identify and rectify vulnerabilities.

Ethical AI Practices

1. **Purpose-Driven Use:** AI will only be employed where it adds value to processes or enhances operational efficiency.
2. **No Harmful Applications:** AI will not be used in ways that cause harm, infringe on rights, or violate ethical principles.

Responsible Use Procedures

Human oversight is vital in the application of AI. ALS Identify use AI tools to enhance, not replace human ingenuity and judgement. All AI generated content is subject to human review to ensure quality and alignment with

Training & Compliance

Staff will receive training on responsible AI use, ethical considerations, and compliance requirements. Our goal is always to use AI responsibly and ethically while upholding our values.

Non-compliance with this policy may result in disciplinary actions in line with company procedures.

Tool Selection

1. **Evaluation Criteria:** AI tools will be selected based on their compliance with ethical standards, effectiveness, and security features.
2. **Vendor Transparency:** ALS Identify will prioritise AI tools from vendors that demonstrate transparency and adhere to EU regulations.
3. **Tools:** The main tools we currently utilise are: ChatGPT, Claude, Copilot, Gamma, Google Gemini, NotebookLM. These tools have been evaluated for their security, privacy and compliance with GDPR and are deemed suitable for use in our business activities.

Policy Review and Updates

This policy will be reviewed annually, or sooner if required by legislative changes or operational needs, to ensure continued compliance and relevance.

Signed:

Date: 02-Apr-2025

Pat Phibbs
Managing Director