

ARTIFICIAL INTELLIGENCE (AI)

Artificial Intelligence (AI) is a rapidly evolving topic, and one that will increasingly be part of our lives in future regardless of what one may individually think of it as a tool for good or otherwise.

We therefore felt the need to set out our views on the usage of AI in context with our work in the company and ensure that we set out for Team Members the “rules of engagement” and that we are all on the same page.

1. Introduction

This policy outlines the guidelines for the appropriate and responsible use of Artificial Intelligence (AI) systems and tools within the Platinum Group. The purpose of this policy is to ensure that AI technologies are employed ethically, securely, and effectively to support our business goals while respecting privacy, confidentiality, and legal standards, and is applicable to all Team Members, contractors, and third parties who have access to or utilize AI systems and tools on behalf of the organisation.

2. Responsible Use of AI

AI tools and systems should be used in ways that align with the company’s values and business objectives, and for no other purposes beyond that scope.

Team Members should use AI systems to enhance productivity, decision-making, and problem-solving within their roles, while still maintaining a human overview approach.

Usage of AI should not replace critical human judgment in situations where ethical, legal, or complex decisions are required.

The introduction and usage of AI systems in the work of the company must be communicated to and agreed by Directors prior to implementing and “set-up”, and in terms of scope.

3. Data Privacy and Security

Any Data used for training and operating AI systems must be collected, stored, and processed in compliance with all applicable data protection laws and regulations (i.e. GDPR).

Access to AI-related data should be restricted to authorised personnel only, and data should be treated with the same level of confidentiality as any other sensitive information.

Any data sharing with third-party AI providers must adhere to the company’s data sharing and security standards.

As a general “catch-all” statement, no confidential information relating to the company, fellow Team Members, customers, suppliers and the franchises we represent should be “input” into an AI technology.

4. Transparency and Accountability

Employees working with AI systems should strive for transparency in their decision-making processes, ensuring that the rationale behind AI-generated results can be understood and explained.

Individuals who use or manage AI systems must take responsibility for the outcomes and decisions made based on AI-generated insights.

5. Bias and Fairness

Team Members should be vigilant about potential biases present in AI algorithms and work towards minimising any discriminatory outcomes.

Regular reviews of AI systems may be conducted by the company to identify and mitigate biases in training data or algorithms.

6. Intellectual Property

Team Members must respect the intellectual property rights of AI technologies, whether developed in-house or obtained from third-party vendors.

Unauthorised replication, distribution, or modification of AI algorithms, models, or code is strictly prohibited, and may bring the company and the Team Member into legal disputes, which are to be avoided.

7. Training and Education

Team Members who work directly with AI systems must receive adequate training on the proper use, limitations, and potential risks associated with usage of the technology.

Regular updates and workshops may be provided by the company to keep Team Members informed about advancements and best practices in AI usage.

8. Reporting and Compliance

Any concerns or incidents related to the misuse, biases, or unexpected outcomes of AI systems should be promptly reported to the Directors.

Compliance with this policy is mandatory, and violations may result in disciplinary actions, including termination, and legal consequences where applicable.

9. Review and Updates

This policy will be reviewed periodically to ensure its relevance and effectiveness in the ever-evolving landscape of AI technologies.

Updates to the policy will be communicated and made available to all Team Members, all of whom are expected to adhere to the latest version of the policy.

By following this AI Usage Policy, we aim to harness the benefits of AI while upholding our commitment to ethics, security, and responsible business practices.