

## AI Use Transparency Statement

At Your Household PA, we have identified an opportunity for using Artificial Intelligence (AI) in the business. We are committed to using AI technologies responsibly, transparently and with integrity. This statement outlines our approach to integrating AI technologies into our operations, products, and services, ensuring you understand and feel confident about how we use AI.

Our use of AI is guided by the following principles:

**How We Use AI:** We use AI to support generating informative, engaging, and relevant content. This process includes using AI for data analysis, trend prediction, and generating ideas for personalised content. AI assists us in providing timely, accurate, and personalised customer service and are used to improve the functionality, usability, and quality of our products and services.

**Clear Communication:** We believe in providing clear and accessible information to our customers, partners, and stakeholders about how AI is utilised within our business operations, products, and services.

**Our Commitment to Ethical AI Use:** We adopt AI technologies that enhance our services while prioritising the safety, security, and privacy of our users, ensuring that our systems respect fundamental human rights, dignity, and diversity.

**Integrity and Transparency:** We are open about our use of AI and its impact on the way we deliver services and create content.

**Data Privacy and Security:** We prioritise the protection of user data and privacy rights and use data anonymisation techniques to safeguard sensitive information and mitigate risks associated with AI-driven processes.

**Fairness and Bias Mitigation:** We are committed to minimising bias and ensuring fairness in our AI algorithms and decision-making processes. We regularly review and assess our systems to identify and address any unintended biases or discriminatory outcomes.

**Accountability and Oversight:** We maintain accountability for the ethical and responsible use of AI within our organisation. We monitor AI deployment and address any ethical concerns or issues that may arise from the use of AI.

**Continuous Improvement:** We are committed to continuous learning and improvement in our AI practices. We actively engage with experts, researchers, and stakeholders to stay abreast of advancements in AI ethics, governance, and regulation.

By upholding these principles and practices, we aim to build trust and confidence in the responsible use of AI technology at Your Household PA. We remain committed to fostering transparency, accountability, and ethical AI innovation for the benefit of all our stakeholders.

This statement may be updated to reflect new AI applications, changes in policies, or advancements in technology. We will communicate any significant changes to ensure our users remain informed.

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