

AI Tool Usage Policy

Last updated: 18 May 2026

The Consultancy for Business Solutions Ltd t/a The Consultancy World (The Consultancy World, we, us, or our) recognises the transformative potential of Artificial Intelligence (AI) in modern business. This policy sets out the guidelines and requirements for the responsible and secure use of AI tools within The Consultancy World, ensuring we maintain the highest ethical and legal standards in everything we do.

1. Purpose

This policy aims to:

- Ensure the responsible, ethical, and lawful use of AI tools across all our operations, in compliance with applicable UK and international law.
- Safeguard the confidentiality, integrity, and availability of company, client, and third-party data.
- Mitigate risks associated with AI use, including bias, discrimination, and inaccurate outputs.
- Protect our proprietary Methodology and intellectual property, including all AI models, prompts, and scoring systems used in our data intelligence products.
- Comply with all relevant laws and regulations governing AI and data protection in every jurisdiction in which we operate.

2. Scope

This policy applies to all AI tools used within The Consultancy World, including machine learning algorithms, natural language processing tools, data analysis systems, automation software, and any other AI-powered applications, whether used internally or in the delivery of services to clients.

3. Guiding Principles

- **Lawfulness, Fairness, and Transparency:** We use AI only for lawful purposes, fairly and transparently, ensuring our use of AI does not discriminate against any individual or group.
- **Accuracy:** We take reasonable steps to ensure the accuracy of data used in AI systems and correct any inaccurate data promptly.
- **Accountability:** We are accountable for our use of AI tools and maintain appropriate mechanisms to address any concerns or complaints.
- **Human Oversight and Control:** We maintain human oversight over AI systems. All client-facing intelligence and data products are reviewed by a human analyst before delivery. Critical decisions are not solely automated.

- **Bias Mitigation:** We are committed to identifying and mitigating biases in our AI systems through regular review of the data and outputs they generate. Where biases are identified, we take immediate steps to address them.

4. Permitted Use of AI Tools

At The Consultancy World, AI tools may be used for the following purposes:

- Analysing publicly available statutory filings and other public data sources to generate commercial intelligence for our data intelligence products.
- Processing, structuring, and scoring large volumes of publicly available corporate and financial data.
- Supporting internal research, analysis, and report drafting.
- Streamlining operational and administrative processes.
- Supporting marketing content creation, subject to human review before publication.

5. Intellectual Property and Copyright

- The Consultancy World owns all intellectual property rights in the Methodology, models, prompts, scoring rules and systems used in our AI-assisted data intelligence products.
- All use of AI tools within The Consultancy World must comply with the terms and conditions of the relevant AI platform and applicable copyright law.
- AI-generated content used in client deliverables must be reviewed and approved by an authorised team member before delivery.
- Team members may use AI-generated content for internal purposes. Use of AI-generated content for any external or client-facing purpose requires review and approval by a senior team member.

6. Data and Privacy

- All personal data processed using AI tools must be handled strictly in accordance with the UK GDPR, our Privacy Policy, and our ICO registration (Reference: ZB538899).
- We rely on Legitimate Interests as our lawful basis for processing personal data in our data intelligence products, consistent with a documented Legitimate Interests Assessment.
- We implement appropriate technical and organisational measures to protect personal data processed by AI systems from unauthorised access, disclosure, or destruction.
- Personal data is used only for the specific purposes for which it was collected and is not retained longer than necessary.
- We only use AI systems that comply with applicable data protection law.

7. Transparency and Explainability

- We will clearly communicate to clients when AI tools have been used in the generation of a deliverable and the nature of the human review applied.

- Where decisions produced by our AI systems have significant effects on individuals or companies, we are committed to providing clear explanations of the process and basis for those outputs.
- The Data Protection Officer is responsible for ensuring transparency and explainability in our use of AI, overseeing the implementation of this policy, and ensuring compliance with relevant data protection laws.

8. Continuous Monitoring and Improvement

- We regularly monitor and evaluate the performance and impact of our AI systems to ensure they function as intended and meet ethical standards.
- We maintain a robust process for ongoing review and improvement of our AI systems, including procedures for updating models and addressing identified biases or inaccuracies.
- We welcome feedback from clients and team members to help us continuously improve our AI practices.

9. Team Member Responsibilities

All team members are responsible for:

- Adhering to this policy and all relevant data protection laws and regulations.
- Promptly reporting any concerns about the use of AI tools to the Data Protection Officer.
- Participating in training and awareness programmes on AI ethics and data protection.
- Using AI tools in a manner that upholds the reputation and integrity of The Consultancy World.

10. Review and Updates

This policy will be reviewed and updated regularly to reflect changes in technology, regulations, and our business practices.

Contact Us

If you have any questions or concerns about this policy, please contact us:

- Email: support@theconsultancy.world
- Website: www.theconsultancy.world

The Consultancy for Business Solutions Ltd t/a The Consultancy World is registered in England and Wales under company number 14820561. Our registered office address is held on the Companies House register and can be viewed at find-and-update.company-information.service.gov.uk.