

ardent

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# Our AI Policy



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This AI policy aims to establish guidelines and best practices for the responsible and ethical use of Artificial Intelligence (AI) within Ardent IFA Ltd (Ardent). It ensures that our employees are using AI systems and platforms in a manner that aligns with the company values, adheres to legal and regulatory standards, and promotes the safety and well-being of the business owners.

## Scope

This policy applies to all employees, contractors, and partners of Ardent who use or interact with AI systems, including but not limited to all large language models (LLMs), plugins and data enabled AI tools.

## Responsible AI Use

Employees must use AI systems responsibly and ethically, avoiding any actions that could harm others, violate privacy or facilitate malicious activities.

## Transparency and Accountability

Employees must be transparent about the use of AI in their work, ensuring that the owners are aware of the technology's involvement in decision-making processes. Employees must utilise Ardent's centralised system for AI governance and compliance efforts ('AI System of Record') to ensure transparency of proposed and active AI activities. Employees are responsible for the outcomes generated by AI systems and should be prepared to explain and justify those outcomes.

## Compliance with Laws & Regulations

AI systems must be used in compliance with all applicable laws and regulations, including data protection, privacy and intellectual property laws.





## Data Privacy and Security

Employees must adhere to the company's data privacy and security policies when using AI systems. They must ensure that any personal or sensitive data used by AI systems is anonymised and stored securely.



## Bias and Fairness

Employees must actively work to identify and mitigate biases in AI systems. They should ensure that these systems are fair, inclusive, and do not discriminate against any individual or group.



## Human-AI Collaboration

Employees should recognise the limitations of AI and always use their judgement when interpreting and acting on AI-generated recommendations. AI systems should be used as a tool to augment human decision-making, not replace it.



## Training and Education

Employees who use AI systems must receive appropriate training on how to use them responsibly and effectively. They should also stay informed about advances in AI technology and potential ethical concerns.



## Third-Party Services

When utilising third-party AI services or platforms, employees must ensure that the providers adhere to the same ethical standards and legal requirements as outlined in this policy.

# Implementation & Monitoring



## AI Committee

A committee will ensure regular monitoring and due diligence is completed before any implementation of any systems. They will also ensure that AI initiatives are developed and deployed responsibly in compliance with relevant laws and regulations, and with ethical considerations in mind.





## Designated AI Officer

A designated AI officer (Technical & Compliance Director), will be responsible for overseeing the implementation of this policy, providing guidance and support to employees, and ensuring compliance with relevant laws and regulations.



## Periodic Reviews

The AI officer will conduct periodic reviews of AI system use within the company to ensure adherence to this policy, identify any emerging risks, and recommend updates to the policy as necessary.



## AI Incident Reporting

Employees must report any suspected violations of this policy or any potential ethical, legal, or regulatory concerns related to AI use to the AI Officer or through the company's established reporting channels.



## Enforcement

Employees who use AI systems must receive appropriate training on how to use them responsibly and effectively. They should also stay informed about advances in AI technology and potential ethical concerns.



## Policy Review

This policy will be reviewed annually or as needed, based on the evolution of AI technology and the regulatory landscape. Any changes to the policy will be communicated to all employees.



## Effective Date

This policy is effective as of 27th February 2024.

