

AI Use Policy

Human expertise, responsible practice and transparent use of artificial intelligence

POLICY OWNER

St Giles Medical

1. Our Approach to AI

At St Giles Medical, our work is grounded in human expertise, professional judgement, and responsibility to our clients and audiences. While artificial intelligence can be useful for improving efficiency, it does not replace the experience, critical thinking, or subject-matter expertise required for high-quality medical communications.

We view AI as a supporting tool, not a creative or decision-making authority.

2. How We Use AI

AI tools are used only in a limited, supportive role, primarily for administrative and organisational purposes. This may include:

- Scheduling and calendar management
- Internal planning and task organisation
- Basic formatting or layout assistance
- Early-stage idea organisation or structuring

AI is not used to create substantive medical, scientific, strategic, or creative content.

3. Human-Led Work

All client-facing work is developed, written, reviewed, and approved by experienced human professionals. This includes:

- Medical and scientific writing
- Strategic communications and messaging
- Educational and training materials
- Creative concepts and film scripts
- Regulatory, compliance, or governance-related content

Human oversight, expertise, and accountability remain central to everything we produce.

4. Transparency

Where AI tools contribute in any meaningful way to a project, we are open and transparent about their use. We ensure that:

- AI-assisted inputs are clearly understood and reviewed
- AI is not presented as a replacement for human expertise
- AI-assisted material is not presented as solely human-produced

Transparency is part of maintaining trust with our clients and partners.

5. Data Protection and Confidentiality

We take data protection and confidentiality seriously. AI tools are not used to process sensitive, confidential, or client-identifiable information unless appropriate safeguards are in place.

Our approach includes:

- Protecting client confidentiality at all times
- Handling data in line with applicable data protection requirements
- Limiting AI use to low-risk, non-sensitive activities

6. Quality Control and Review

AI tools can be helpful, but they are not infallible. For this reason:

- Any AI-assisted input is reviewed by experienced team members
- Outputs are checked for accuracy, relevance, and appropriateness
- Professional judgement always takes priority over automated outputs

Nothing is delivered to clients without human review and approval.

7. Compliance and Ethical Standards

Our use of AI aligns with ethical best practice and relevant professional standards. We are committed to:

- Scientific accuracy and integrity
- Responsible and ethical communication
- Respect for patients, healthcare professionals, and audiences

Patient safety and trust remain central to our work.

8. Responsibility and Accountability

Final responsibility for all deliverables rests with St Giles Medical. We do not delegate accountability to technology.

This means:

- We stand behind everything we produce
- We take ownership of decisions and outputs
- We remain accountable to our clients and stakeholders

9. Continuous Review of AI Use

Technology and expectations continue to evolve. We therefore keep our approach to AI under regular review to ensure it remains:

- Appropriate and proportionate
- Responsible and transparent
- Aligned with client needs, regulation, and best practice

We adapt thoughtfully, not automatically.