

Artificial Intelligence (AI) Policy

Purpose

Protostar Surveys and Development is committed to maintaining the highest standards of confidentiality, professional integrity, and human-led expertise in all our services. This policy explains how we use (and do not use) Artificial Intelligence (AI) in relation to our work, so that our clients have complete transparency and assurance.

Services Where AI Is Not Used

360-degree feedback services – All aspects of design, delivery, analysis, and reporting are carried out by experienced consultants.

Executive coaching services – Coaching is provided exclusively by qualified professionals, with no use of AI in the process.

Limited Use of AI

AI may be used to a small extent to support the efficiency of our **employee survey analysis** and reporting processes. Specifically:

- **Survey free text comment summaries** – While human statisticians and consultants always read and group comments themselves, AI tools may assist in wording more succinct summaries of themes.

- **Language refinement** – Report drafts may be reviewed with Grammarly or similar tools to help identify typographical errors and improve readability.

Statistical Analysis

Our statisticians use established, well-known statistical software packages. Some of these tools are gradually incorporating AI functions, but our analysis remains primarily human-led and is not dependent on AI.

Data Protection and Security

- **Data minimisation** – Survey data used with AI support tools is stripped of all client identifiers (e.g., client name, organisation name, or other sensitive references).

- **No training or retention** – Our AI agents are configured so that they do not train on, store, or retain client data.

- **Server location** – All survey data is processed and stored on secure servers located in the United Kingdom.

- **Human oversight** – AI outputs are always reviewed, validated, and approved by Protostar consultants before being used in any deliverables.

Use of AI for Visuals and Communications

Management reports – AI tools may be used to generate illustrative graphics or images to complement reports. These graphics support communication but never replace or influence the analysis or conclusions.

Social media – AI may occasionally be used as a starting point for drafting posts or creating supporting images. A Protostar consultant always reviews, refines, or rewrites the content to ensure it is accurate, authentic, and aligned with our values.

Governance

Protostar applies the following principles to AI use:

- 1. Transparency** – Clients are informed where AI is used in our processes.
- 2. Human accountability** – AI is a support tool, not a decision-maker. Human experts remain fully responsible for the accuracy and quality of outputs.
- 3. Confidentiality** – Data security and client privacy remain paramount.
- 4. Ethics and compliance** – We comply with UK data protection laws and industry best practice.

Commitment to People-Led Services

We will only use AI where it makes our services more efficient and delivers added value to our clients. Protostar is a people-oriented business, and we deliberately differentiate ourselves from other employee survey providers by keeping AI use to a minimal, supportive role. Human expertise, judgement, and communication remain central to everything we do.

Review

This policy is reviewed annually, or sooner if technological developments or regulations require changes.