

AI Guidelines – Updated May 2024

We are committed to actively regulating our use of AI and how it follows our legal compliance alongside our Privacy Policy.

These guidelines were recently updated in May of 2024, in relation to our use of Generative AI. We regularly update our privacy policy so please make sure to read where possible, to fully understand what information we gather and how we use it.

When it comes to the use of Generative AI, we focus on 3 Key Aspects: Principles, Process and Perception

Principles of AI

As a company we are optimistic about the future of AI and the capabilities it has in advocating our day-to-day practices. We recognize that this technology is a valuable resource, and we are committed to using Generative AI to help provide further value for our customers both responsibly and thoughtfully.

Process

Greetwell Purchasing Solutions will only use Generative AI platforms (ChatGPT & Microsoft CoPilot) in limited capabilities. We will provide information to the AI and work alongside them to produce marketing materials in the form of images and news-posts. Information is produced by the AI and from our research from suppliers to ensure human interaction to provide useful information to our customers and colleagues.

In line with our commitment to follow our Privacy Policy throughout the business ***none of your personal information*** is ever shared to a Generative AI platform. This ensures that all the people we work with are never at risk of having their personal information being used.

As an example, we may provide monthly market reports on fresh fruit and vegetables; or the current weather conditions for crop growing. This could be via our Mailing Service or Social Networking platforms such as MailChimp and LinkedIn.

Perspective

We have a moral awareness that our practices with Generative AI align with our company values. As aforementioned in our principles and privacy policy that we provide:

We aim to ensure that any content produced via Generative AI should have:

Accountability, who has created and how.

Ethical, why it was created for what purpose and avoid bias.

Quality Assurance. Human proofed and analysed before being shared.

Trust, our customers know that their information isn't shared into any Generative AI.

Greetwell Purchasing Solutions audit all our AI content and are transparent about what pieces of content have been created with the assistance of a Generative AI.