AI Statement Template for VA Swoosh

## Introduction

At VA Swoosh, we embrace innovative technologies to enhance our services and deliver exceptional value to our clients. As part of our commitment to transparency and ethical business practices, we want to share our approach to using Artificial Intelligence (AI) in our operations.

## Our AI Usage

We utilise AI tools and technologies in the following areas of our business:
1. Initial research and strategy planning
2. Analysing data to improve our services and understand industry trends
3. A/B Testing Automation
4. Planning content strategies

## Our Commitment to Quality

While AI plays a valuable role in our processes, we want to assure our clients that:

- All AI-generated content is thoroughly reviewed, edited, and approved by our human team before delivery.
- We maintain strict quality control measures to ensure that our AI-assisted work meets our high standards.
- The creative direction, strategy, and final decisions always remain in human hands.

## Data Protection and Privacy

We are committed to protecting your data and privacy. Our use of AI adheres to all relevant data protection regulations, including GDPR. We do not input any client-specific or confidential information into AI systems without explicit consent.

## Continuous Learning and Improvement

As AI technology evolves, we are committed to staying informed about the latest developments and best practices. We regularly review and update our AI usage policies to ensure we're using these tools responsibly and effectively.

## Your Assurance

By working with VA Swoosh, you can be confident that you're receiving services that blend the efficiency of AI with the irreplaceable human touch, creativity, and expertise that our team brings to every project.

If you have any questions about our use of AI or would like to discuss this further, please don't hesitate to contact us: Aggie@vaswoosh.co.uk