AMPLIFY YOURSELF

AI Policy

How we design and use AI responsibly — as a relational tool to amplify, not replace, human judgement.

1. Human first

AI supports human thinking, reflection and decision-making. It never replaces professional judgement, and important decisions stay with people.

2. Transparency

We are clear about when AI is being used, what it does and its limitations. Research sources shown in our apps come only from cited publications, never invented links.

3. Privacy

Personal and identifying details are minimised before any AI processing, and the full text of a reflection is never sent to research search tools. Reflections are not used to train AI models. Every new AI feature has a Data Protection Impact Assessment.

4. Safety

Our apps are not a safeguarding, medical or crisis service, and direct people to the right human support when it is needed.

5. Review

We review how AI is used across our products and services and update this policy as practice and regulation develop.