

POLICY DOCUMENT

AI Ethics Policy

Version: 2.0 | Effective: 1 March 2026 | Next Review: 1 March 2027 | Owner: Public Sector Analytics Limited

Our commitment: askKira believes AI should be transparent, accountable, fair and genuinely beneficial. We hold ourselves to the same standards we help our clients achieve.

Our Principles

- **Transparency:** We are open about how our AI works and what it cannot do. We never obscure AI involvement in outputs.
- **Human oversight:** AI supports human decision-making — it does not replace it. All significant outputs are subject to human review.
- **Fairness:** We actively identify and mitigate bias. We do not use AI in ways that discriminate unlawfully.
- **Privacy by design:** Data minimisation and privacy protection are built into our AI systems from the start.
- **Accountability:** Named individuals are responsible for AI governance with board-level reporting.
- **Sustainability:** We consider environmental impact and minimise unnecessary AI compute consumption.

What We Do Not Do

- We do not make automated decisions with significant legal effects without human review
- We do not use AI for surveillance or profiling without lawful basis and transparency
- We do not use AI to generate misleading content or deepfakes

Contact ethics@askkira.com with any concerns. This policy is reviewed annually.