



Responsible AI Use Policy

Human judgement first. Technology used with care.

Effective date: February 2026

Review cycle: Biannual

Approved by: Director of Harrison Brands Ltd

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Responsible AI Use

High Level Summary

We believe that judgement, creativity, and accountability belong to humans.

AI may support thinking, but it will never replace our voice, decisions, or responsibility.

1. Policy purpose

This policy sets out how Harrison Brands Ltd approaches the use of artificial intelligence (AI).

Harrison Brands believes that trust, judgement, creativity, and accountability sit with people, not systems.

This policy exists to ensure that any use of AI is responsible, transparent, and aligned with our commitment to truth.

Harrison Brands supports the principles set out in the UNESCO Recommendation on the Ethics of Artificial Intelligence, including human oversight, transparency, accountability, and the avoidance of harm.

These principles inform our approach to AI use, but do not replace human judgement or responsibility. Harrison Brands applies them in a proportionate way, consistent with our size, activities, and commitment to truth.

2. Our position on AI

Harrison Brands does not use AI to replace human judgement.

In particular, we do not use AI to:

- Generate tone of voice
- Write copy, narratives, or positioning
- Produce strategy or strategic recommendations
- Represent lived experience, ethical judgement, or accountability

All core thinking, creative work, and decision making remains human led.

3. Limited and acceptable uses of AI

Harrison Brands acknowledges that AI is a widely available tool and that its responsible use requires clarity, honesty, and restraint.

AI may be used in a limited and transparent way where it supports human thinking rather than replacing it, and where human judgement remains primary.

Acceptable uses may include:

- Administrative efficiency and workflow support
- Structuring, organising, or stress-testing information created by humans
- Summarising or analysing notes, drafts, or documents authored by Harrison Brands

- Sense-checking clarity, logic, or structure where substantial human input and critical review follows

In these cases, AI output is always treated as a prompt, not a finished product. All final decisions, language, and accountability remain human.

AI must not be used to generate original messaging, narrative, or tone intended to represent the voice of Harrison Brands.

4. Client work

This policy applies to:

- Internal work undertaken by Harrison Brands
- All client work delivered by Harrison Brands

Harrison Brands does not use AI to generate client deliverables where this would replace human authorship, judgement, or accountability.

Where a client supplies copy or content that has been generated using AI, Harrison Brands may work with that material to:

- Review it critically
- Challenge inaccuracies, exaggeration, or lack of evidence
- Humanise language and improve clarity

- Align content with truth, context, and responsibility

In these cases, AI generated content is treated as raw input and is subject to substantial human intervention and judgement.

If a client requests Harrison Brands to generate AI written copy, messaging, or strategy, Harrison Brands will decline.

5. Transparency and disclosure

Where AI is used in a way that materially supports an output, this will be disclosed internally.

Any future change to Harrison Brands' approach to AI use will be:

- Reviewed against this policy
- Approved at Director level
- Documented and communicated

6. Risks associated with AI

Harrison Brands recognises the risks associated with the inappropriate or uncritical use of AI, including:

- Misinformation or hallucinated content presented as fact
- Loss of nuance, originality, and human voice
- Bland, homogenised outputs that undermine authenticity
- Inflated claims or promises that cannot be substantiated
- Reduced accountability for decisions and communications
- Significant energy use associated with certain AI applications

For this reason, Harrison Brands does not use AI for image generation or other energy intensive creative outputs.

Avoiding these risks is essential to maintaining trust with clients, stakeholders, and the wider public.

7. Governance and accountability

This policy is approved by the Director of Harrison Brands Ltd.

The Director is accountable for ensuring that AI use aligns with this policy and with Harrison Brands' wider governance framework.

Concerns about AI use may be raised under the Stakeholder-Wide Grievance Policy.

8. Review and evolution

This policy is reviewed biannually.

As technology, regulation, and understanding evolve, Harrison Brands will update this policy thoughtfully and transparently.

9. Related policies

This policy should be read alongside:

- Purpose and Stakeholder Governance Policy
- Responsible Marketing and Communications Policy
- Code of Ethics
- Stakeholder-Wide Grievance Policy

Truth matters

Harrison Brands believes that technology should support good judgement, not replace it.

We use AI cautiously, transparently, and only where it strengthens clarity rather than undermines truth.

Harrison Brands recognises that its influence extends beyond its own operations and seeks to contribute positively to wider systems through advocacy, collaboration, and responsible client work.

Through collaboration and authenticity, we uncover the real stories behind brands, crafting narratives that inspire action and create meaningful impact.

We aim to be a force for good, using our expertise to drive honest change and help build a better future for all.

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Artificial intelligence was used to support the drafting of this policy. All content has been subject to substantial human input, critical analysis, and editorial judgement. All data, positions, and statements contained within this policy are truthful to the best of our knowledge and have been reviewed and approved by the Director of Harrison Brands Ltd.



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