

# QAI

## QA ARTIFICIAL INTELLIGENCE CLIENT STATEMENT

This QA Artificial Intelligence Statement is applicable to the QA Group, including but not limited to QA Limited, QA USA, Inc. and QA Higher Education.

Artificial Intelligence (AI) involves a form of technology where either software or a machine uses data to learn or adapt its behaviour to perform human tasks or functions.

The use of AI is becoming more prevalent within businesses for internal and external usage, including within services offered to clients.

The QA Group is committed to ensuring responsible use of AI by:

- **Being transparent** where appropriate in disclosing when we are using AI within our services and/or where content is created by AI then:
  - marking, where applicable, any content generated by AI as such; and
  - including any reference used by the AI in generating the content within footnotes.
- **Constantly improving and evaluating the use** of each deployed AI tool used. For example, for inaccuracies within the AI generated content, copyright and intellectual property infringement.
- **Adopting policies and procedures** to ensure appropriate measures are in place to ensure effective oversight of AI use. This includes providing employee training on responsible and proper use of AI.
- **Following government guidelines, legislation and advice** as applicable to ensure that AI usage by us follows any applicable laws and regulations. This includes regularly checking for any updates or changes made by a relevant authority.
- **Obtaining consent** where appropriate from clients and users for use of any of their data prior to any use of AI functions within the QA Group's services. For example, certain AI functions may require tracking of a client responses to provide an enhanced service.
- **Collaborating** with experts and industry leaders to promote a culture of AI innovation within our organisation.
- **Having a client centric approach** to improve customer experiences, offering personalised learning pathways, experiences and being agile and responsive to trends, whilst protecting an individual's privacy.

For further details please refer to our Terms and Conditions, which can be found here: <https://www.qa.com/legal-privacy/>.