

BIRRING & BAGRI LTD

RESPONSIBLE ARTIFICIAL INTELLIGENCE (AI) STATEMENT

Effective: September 2026 | Last reviewed: September 2026 | Next review: September 2027

1. Our Commitment

Birring & Bagri Ltd recognises artificial intelligence (AI) as an important enabling technology that can strengthen research, analysis, productivity, creativity and the delivery of professional services.

We are committed to using AI responsibly, proportionately and in a manner consistent with professional judgement, legal and regulatory obligations, client interests, confidentiality, information security and our wider ethical standards.

AI is used to support human capability. Responsibility for Birring & Bagri's work, decisions and professional outputs remains with Birring & Bagri.

2. Purpose and Scope

This Statement sets out the principles that guide Birring & Bagri's use of AI-enabled technologies across its business activities and professional services.

It applies to AI-assisted research, analysis, drafting, document and presentation development, creative and design activity, administrative support, business operations and other appropriate professional uses.

The level of governance, review and human oversight applied will reflect the nature, sensitivity and potential impact of the relevant activity.

3. Human Oversight and Accountability

Birring & Bagri does not regard AI-generated output as a substitute for professional judgement.

Material AI-assisted work used in professional services will be subject to an appropriate level of human review, challenge and approval before it is relied upon or provided as a final professional deliverable.

Where an assignment involves significant legal, regulatory, financial, commercial, public-policy, procurement, reputational or strategic consequences, the degree of human scrutiny should increase accordingly.

Birring & Bagri remains accountable for the professional services and deliverables it provides.

4. Accuracy, Validation and Professional Judgement

AI systems can produce incomplete, inaccurate, outdated, misleading or fabricated information. Outputs may also reflect limitations or bias in underlying data, system design or user instructions.

We therefore seek to apply proportionate validation to material AI-assisted outputs, including checking important facts, sources, calculations, assumptions, legal or regulatory references and other information where accuracy is relevant to the intended use.

AI output will not be treated as authoritative merely because it has been generated confidently or presented persuasively.

5. Confidentiality, Privacy and Data Protection

Birring & Bagri is committed to protecting client, commercial and personal information when using AI-enabled technologies.

Confidential, commercially sensitive, legally privileged, personal or otherwise restricted information should only be processed using AI where the proposed use is appropriate, lawful and consistent with applicable contractual, confidentiality, privacy, security and technology-provider requirements.

We seek to apply appropriate safeguards to the information used with AI systems and to avoid unnecessary disclosure of sensitive information.

Where personal information is processed using AI, Birring & Bagri will seek to comply with applicable UK data protection requirements and its Privacy Notice.

6. Responsible and Proportionate Use

We seek to use AI where it adds legitimate value and where its use is proportionate to the task.

AI should not be used simply because it is available. The suitability of AI will depend on factors including the purpose of the work, sensitivity of the information, potential consequences of error, client requirements and the availability of appropriate human expertise.

Activities presenting higher levels of risk or sensitivity require correspondingly stronger controls and oversight.

7. Fairness, Bias and Responsible Decision-Making

Birring & Bagri recognises that AI systems may reproduce or amplify bias and may produce outcomes that are inappropriate in particular contexts.

We seek to consider fairness, objectivity and potential bias where AI materially informs analysis, recommendations or decision-support activity.

We do not intend to delegate decisions producing legal or similarly significant effects on individuals solely to automated systems unless such use is lawful, justified and subject to the safeguards required by applicable law.

8. Intellectual Property and Third-Party Rights

Birring & Bagri seeks to respect copyright, trade marks, confidential information, contractual restrictions, licensing terms and other third-party rights when using AI-enabled technologies.

AI-assisted creation does not remove the need to consider the provenance, ownership and permitted use of underlying materials or outputs.

Where AI contributes to the development of Birring & Bagri brands, publications, designs, methodologies, initiatives or other business assets, the resulting material will be managed in accordance with our intellectual property governance arrangements and applicable third-party rights.

Further information is set out in our Intellectual Property & Brand Statement.

9. Transparency

Birring & Bagri supports proportionate transparency concerning the use of AI.

We will consider whether material AI involvement should be disclosed having regard to the nature of the engagement, client expectations, contractual requirements, professional obligations and the significance of AI to the relevant output or decision.

Routine use of AI as a supporting productivity tool will not necessarily require individual disclosure where doing so would provide no meaningful information to the recipient.

10. Client Requirements and Professional Engagements

Where a client establishes specific requirements concerning AI use, confidentiality, approved technologies, data handling or disclosure, Birring & Bagri will seek to incorporate those requirements into the relevant engagement arrangements where agreed.

AI use will not override contractual obligations, confidentiality commitments or professional responsibilities owed to a client.

11. Security and Technology Providers

Birring & Bagri may use third-party AI and digital technology providers to support its operations.

The availability of a technology does not automatically make it appropriate for every category of information or professional activity.

We seek to consider relevant security, privacy, contractual and operational factors when selecting and using AI-enabled services and to review such arrangements proportionately as technologies and risks evolve.

12. Ethical Use

Birring & Bagri will not knowingly use AI to facilitate unlawful, fraudulent, deceptive, discriminatory or otherwise improper activity.

We seek to use AI consistently with our commitments to integrity, independence, professional conduct and responsible business.

13. Continuous Review and Improvement

Artificial intelligence technology, regulation, professional standards and market expectations continue to evolve rapidly.

Birring & Bagri will therefore keep its approach to AI governance under review and may update its internal controls, approved practices and this public Statement as appropriate.

We will seek to learn from experience, emerging good practice and relevant legal and regulatory developments.

14. Relationship with Other Birring & Bagri Policies

This Statement should be read alongside Birring & Bagri's Privacy Notice, Website Terms of Use, Intellectual Property & Brand Statement and other relevant governance and responsible-business documents.

Our detailed internal AI governance arrangements may contain operational, security and commercially sensitive controls that are not published publicly.

15. Contact

Questions concerning Birring & Bagri's approach to responsible AI may be directed to:

Birring & Bagri Ltd

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Email: info@birringandbagri.com

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