SMARTER DEVELOPMENT

Intelligent Land Generative AI Policy
Effective Date: January 2025

1. Introduction

Intelligent Land is a Planning and Development consultancy committed to innovation and efficiency. As part of our approach, we use Generative AI tools, including ChatGPT, Copilot, and Notebook LM, to support our business operations. This policy outlines our responsible and ethical use of AI in research, business development, content creation, project development, and overall business efficiency.

2. Purpose and Scope

This policy applies to all AI-generated content and insights used within Intelligent Land. It ensures our use of AI aligns with industry best practices, regulatory compliance, and ethical considerations while maintaining transparency with our clients and stakeholders.

3. How We Use AI

We utilise Generative AI for the following purposes:

- **Research & Analysis** – To gather insights and improve decision-making in planning and development projects.
- **Business Development** – To enhance strategy, identify opportunities, and improve client engagement.
- **Content Creation** – To assist in generating reports, articles, and promotional materials while ensuring human oversight.
- **Project Development** – To streamline workflows and improve project efficiency.
- **Operational Efficiency** – To optimise internal processes and administrative tasks

4. Ethical AI Use & Human Oversight

While AI supports our work, all outputs are reviewed and refined by our professional team. We ensure that:

- AI-generated content is fact-checked and validated for accuracy.
- Sensitive or confidential client information is not processed through AI tools.
- AI does not replace professional judgment, particularly in regulatory or legal matters.
- Any AI-assisted content is clearly identified where relevant.

5. Data Protection & Privacy

We comply with **UK GDPR** and relevant data protection regulations when using AI tools. This means:

- We do not input personal, sensitive, or confidential client data into AI systems.
- AI tools are used in accordance with platform-specific security guidelines to minimize risks.
- Client communications and proprietary information remain protected at all times.

6. Intellectual Property & Copyright Compliance

We recognise the importance of intellectual property rights and take the following steps:

- AI-generated content is reviewed to ensure compliance with copyright laws.
- Where applicable, we cite and acknowledge original sources used in AI-assisted research.
- Clients remain the owners of all deliverables provided by Intelligent Land, even when AI has assisted in the creation process.

7. Transparency & Client Communication

We believe in responsible AI use and inform clients when AI has contributed to content or project development. If you have any concerns or require clarification regarding AI use in our services, please contact us.

8. Continuous Monitoring & Policy Updates

AI technology evolves rapidly, and we continuously assess its impact on our operations. This policy will be reviewed regularly to ensure compliance with best practices, regulatory changes, and client expectations.

For any questions or concerns regarding this policy, please contact us.

Intelligent Land Ltd

www.intel-land.com