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jCOMMS[®]

AI POLICY

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1. Purpose

This policy outlines JComms's approach to the use of Artificial Intelligence (AI) tools and technologies in delivering professional PR, digital content, video production and event management services. It is intended to ensure that our use of AI aligns with the CIPR Code of Conduct and legal requirements, and maintains the highest standards of ethical and professional practice.

2. Guiding principles

Our use of AI will adhere to the following core principles:

- Integrity: We will not use AI in ways that deceive, mislead, or manipulate.
- Honesty: We will be transparent about when and how AI is used in our work.
- Transparency: Clients and stakeholders will be appropriately informed of AI involvement in content creation processes (including for press releases, video content, graphics, social media posts etc).
- Competence: Our staff will be appropriately trained (including through CIPR ethics modules and PRCA webinars) in the responsible use of AI, ensuring accuracy and quality in all deliverables.

3. Scope of AI usage

AI may be used to support the following areas:

- Content creation (e.g., press releases, social media posts and video production)
- Campaign planning and audience targeting
- Media monitoring and sentiment analysis
- Data visualisation and reporting
- Internal process automation (e.g. scheduling, document summaries, financial management)

4. Disclosure and attribution

When AI contributes substantially to content, the following practices apply:

- All outputs will be reviewed and edited by human professionals before publication.
- AI-generated or AI-assisted content will be clearly disclosed to clients if relevant.
- We will not present AI-created material as human-authored when it is not.

5. Data privacy and security

- AI tools must comply with UK GDPR and data protection laws.
- No sensitive client or personal data will be inputted into AI systems that do not meet appropriate security and privacy standards.



6. Human oversight

- Final accountability for strategic decisions and content remains with qualified human professionals.
- AI is used to assist, not replace, professional judgment or creativity.



7. Ethical review

- AI tools and processes should be periodically reviewed for fairness, bias, and ethical implications.
- Staff are encouraged to report any misuse or ethical concerns related to AI.

8. Training and awareness

- Ongoing training will be made available to staff on ethical and effective AI use (e.g. CIPR ethics modules as part of company funded CPD and PRCA webinars as part of company membership).

- All team members must familiarise themselves with this policy and the CIPR Code of Conduct (if applicable).

9. Policy review

This policy will be reviewed annually or sooner if required, in response to technological, regulatory, or ethical developments.