

## AI USE POLICY

At Thriving Possibilities [ABN 16 403 491 952] we are committed to being transparent about how we use Artificial Intelligence (**AI**) tools in our business operations. Where AI is used, we strive to use it ethically, and in accordance with Australian law and best practices. This policy should be read in conjunction with our privacy policy, which outlines how we handle personal and sensitive information.

### Use of AI tools

We may use trusted AI powered tools and platforms in our day-to-day operations for purposes including but not limited to:

- drafting written content such as emails, reports, captions, blogs, books, website copy, guided audios, or proposals;
- assisting with design, formatting or editing;
- automating internal workflows or administrative tasks;
- marketing strategy;
- supporting personal development of personnel;
- supporting research or information gathering; and
- enhancing customer support.

We do not and will not use AI to make autonomous decisions about individuals or their events without human review or oversight.

### Who does this policy apply to?

This policy applies to all employees, contractors, and any other individuals or entities using AI systems provided or authorised by us.

It covers all current and emergent AI technologies used in our operations, including but not limited to:

- generative AI tools (for example, content creation, drafting);
- machine learning models (for example, data analysis, automation)
- AI-powered software applications; and
- AI used in customer service (for example, chatbots)

'AI' refers to technologies that perform tasks typically requiring human intelligence, such as generating text, analysing data or making recommendations.

This policy applies only to AI tools we directly use or control. It does not apply to AI used by third party service providers unless expressly stated.

### Safeguarding your information

We comply with the *Australian Privacy Act 1988 (Cth)* and the *Australian Privacy Principles (APPs)*.

When using AI tools, we handle confidential and commercially sensitive information with care. We take reasonable steps to avoid inputting personal information unless essential, and only into platforms with appropriate privacy protections in place.

We do not knowingly input sensitive information such as health, racial or biometric data into AI systems without your explicit consent.

We will de-identify any of your content unless you give us consent to share it. Where possible, we use AI tools that do not retain, share or train on sensitive client data, based on what we can reasonably verify.

### **Human oversight**

Where AI is involved in decisions that may significantly affect individuals, we ensure appropriate human oversight and review are in place.

### **Accuracy and reliability**

While AI can help us generate ideas and content, it can also produce errors or inaccuracies. All AI supported outputs are reviewed by a human team member before use. We remain fully responsible for all final content and decisions in our business, regardless of AI use.

### **Transparency**

We aim to be transparent about our use of AI where appropriate and where required by law. For example, we may inform individuals when they are interacting with an AI system (such as a chat bot). If you would like more information about our use of AI or whether it has been used in delivering services to you, please get in touch using the contact details below.

### **Fairness**

We are committed to using AI in a fair way and without discrimination. We take reasonable steps to identify and reduce potential biases in AI systems and data.

### **Prohibited uses**

We will not use AI for:

- unlawful activity;
- discrimination based on protected attributes (for example, race, gender, religion);
- generating or spreading false or misleading information with the intent to deceive;
- infringing intellectual property rights;
- creating deepfakes or manipulating media in harmful ways;
- creating or using biometric surveillance systems (like facial recognition) without lawful authority or consent; or
- automated decision-making with significant legal or personal effects, without appropriate human oversight, where prohibited by law.

### **Monitoring and review**

We will monitor how AI systems are used to ensure compliance with this policy. This policy will be reviewed and updated regularly to reflect changes in technology or legal requirements.

**For any questions or notices, please contact us at:**

Thriving Possibilities [ABN 16 403 491 952]

Email: [hello@thrivingpossibilities.com.au](mailto:hello@thrivingpossibilities.com.au)

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