

The Wordsmithy Limited: AI usage policy

I use AI tools as part of my writing process - mostly for research, structure, editing and efficiency. They help me work faster and think more widely, but they don't do my thinking for me. Every project is led, shaped, reviewed and approved by a human: me. This policy sets out how that works in practice, so you can see exactly what you're getting and check it sits comfortably alongside your own AI rules and preferences.

I've been copywriting for more than 20 years, so I'm perfectly at home working without AI too. If you'd rather I didn't use it, on the whole project or just part of it, that's absolutely fine. Just say so before we start.

Which tools I use, and how I look after your data

When I talk about AI, I mean generative tools such as Claude, ChatGPT, Gemini and Perplexity, used as assistants for research, drafting support and editing. I also use AI-powered proofing tools (grammar and spelling checkers) as a safety net. I don't always accept their suggestions, but a second pair of (digital) eyes is useful.

Confidentiality matters, so I'm careful about what goes into these tools. Many AI platforms can fold what you type into their machine learning, which means a snippet about your project could quietly drift into the public domain. To keep your work safe:

- I don't enter sensitive, confidential, commercially private or personally identifiable information into public AI tools.
- Where I use AI on client work, I use accounts and settings configured so that prompts aren't used to train the models, and I avoid free or open tiers for anything client-related.
- If a project involves confidential material, I either anonymise it first or handle that part myself and keep it out of AI prompts, unless you've explicitly told me I may use it.
- I treat personal data (anything that identifies real people) with particular care and keep it out of these tools, in line with UK GDPR.

If you'd like to know exactly which tools I'd use on your project, or how a particular platform handles data, just ask. Or if you want me to use only your specified AI tools, let me know. Where your project carries specific data-protection obligations, I'm happy to agree the details with you in writing.

Human-led from start to finish

Every project begins and ends with human judgement. I get to grips with your brief, your audience and your objectives: I decide the messaging, structure, tone of voice and creative direction, then I write, choose and refine the final copy myself.

AI earns its keep in the supporting roles, rather like working with a quick, capable junior researcher. I might use it to:

- brainstorm angles, headlines or alternative phrasing
- organise notes and ideas
- summarise non-confidential background material

- create rough drafts
- check clarity, flow and readability
- help with proofreading and editing.

But the ideas that matter, the strategic calls and the final words are mine. I review and edit everything before it reaches you, checking it for accuracy, tone, originality, relevance and brand fit. Responsibility for the quality of the work rests with me, just as it always has done.

Accuracy and fact-checking

AI sounds confident even when it's wrong. It can produce information that's inaccurate, outdated or simply invented, so I never treat it as a reliable source in its own right. I check facts, figures, statistics, references and technical details against sources before I use them in copy.

Originality, brand voice and provenance

Because AI builds on what already exists, two things matter to me here. The first is distinctiveness: I don't hand over generic, unedited AI copy. Everything is shaped and rewritten to sound like you - your brand, your audience, your objectives - not like everyone else who typed a similar prompt.

The second is provenance. There are real, still-unsettled questions about copyright and AI-generated content, so I take care that the work I deliver is original and doesn't lean on material owned by others. Ownership of the final copy passes to you on the terms set out in our agreement for the project.

If your AI policy differs from mine

This document describes my normal practice. If you have your own AI policy, or terms that say something different, yours take precedence. Just let me know and we'll agree how to handle your project before I begin. The same applies if you'd like AI kept out of all, or part, of the work.

Using AI ethically

I use AI as a professional support tool, never to cut corners on integrity. That means no plagiarism, no misrepresenting who wrote something, no impersonation, no fabricated testimonials or misleading claims, and nothing that to the best of my knowledge breaches legal, ethical or platform standards.

Transparency

I'm always happy to explain how AI has been used on a project, and you're welcome to ask about my process at any point.

The scope of this policy

This policy is a statement of how I work, designed to sit alongside the contract or terms for each project. It isn't legal advice, and where a project raises specific legal or data-protection obligations, I'm glad to agree the details with you in writing.