



Severn Group

# Artificial Intelligence (AI) Policy

SEPTEMBER 2025

Defined by  
fairness and  
transparency,  
underpinned by  
inclusive  
communication  
to inspire trust  
and respect

# Artificial Intelligence (AI) Policy

## Purpose

This Policy establishes guidelines for the ethical, secure, and responsible use of Artificial Intelligence (AI) technologies within the Company, ensuring compliance with applicable laws, protecting intellectual property (IP), and safeguarding personal data.

## Definitions

Company	Severn Group or one of its affiliates.
Intellectual Property (IP)	Means any and all trademarks, rights in set-up, rights in goodwill or to sue for passing-off, service marks, trade names, business names, domain names, rights in designs, copyrights and neighboring rights (including rights in software), database rights, semi-conductor topography rights, patents, utility models, rights in inventions, invention disclosures, know-how, trade secrets and other confidential information and all other intellectual property rights, in each case whether registered or unregistered and including all applications and rights to apply for and be granted, renewals, divisional, continuations, continuations-in-part, reissues or extensions of, and rights to claim priority from, such rights, and all similar or equivalent rights or forms of protection which subsist or will subsist now or in the future in any part of the world.
Senior Management	Executive Management and any Management Positions reporting directly to Executive Management.
Information Systems (IS)	All Information System & Information Technology internal resources or approved contract service providers of the Company.

# Artificial Intelligence (AI) Policy

## Scope

This Policy applies to all employees, contractors, partners, and third parties who design, develop, deploy, or interact with AI systems on behalf of the Company.

## General Principles

- AI use must align with the Company's values, mission, and applicable legal and ethical standards.
- Microsoft 365 Copilot (<https://m365.cloud.microsoft>) must be the AI platform utilised.
- Human oversight must be maintained over all AI-driven decisions with significant impact on business operations.



# Artificial Intelligence (AI) Policy

## Intellectual Property (IP) Protection

### Ownership

All AI-generated output produced using Company-owned systems or resources is considered the intellectual property of the Company, unless otherwise contractually agreed.

### Prohibited Use

- Do not use AI tools to generate, replicate, or modify copyrighted or trademarked content without proper authorisation or licensing.
- Employees are prohibited from inputting proprietary or confidential IP owned by the Company into third-party AI platforms unless explicitly approved by legal or IS.
- AI-generated outputs must not be falsely claimed as original human-authored content if such representation could mislead stakeholders.

### Protection Measures

- All AI-generated content should be reviewed for potential IP infringement before publication or distribution.
- Departments must consult the legal team before using AI to reverse-engineer, clone, or simulate IP-protected products, code, or datasets.

## Personal Data Protection

### Data Collection & Usage

- AI must not be used to collect, infer, or process personal data.

### Input Restrictions

- Personal data (e.g., names, contact details, health data, biometric data) must not be entered into AI systems.

### Third-Party AI Tools

- Only approved AI tools listed by IS may be used for business activities.
- Third-party tools must undergo data protection and IP risk assessment before adoption.

### Training and Awareness

- All employees must complete annual training on ethical AI use and IP.

# Artificial Intelligence (AI) Policy

## Reporting and Violations

- Suspected violations of this Policy, including unauthorised use of IP or personal data in AI systems, must be reported to IS or Senior Management.
- Violations may result in disciplinary action, including termination and potential legal consequences.

## Agreement to follow this Policy

This Policy will be kept under regular review.

This Policy is fully supported by The Board and Executive Committee. This Policy is non-contractual and may be amended at any time. This Policy should be read in conjunction with the Code of Conduct, Disciplinary Policy, Employee Data Protection Policy and the Employee Privacy Notice. All Severn Group Policies can be accessed on the Group Policy Hub.



## Integrity

We do the right things  
in the right way

We commit to full compliance, but we also promote a wider business culture of good ethical practice and diversity. Defined by fairness and transparency, underpinned by inclusive communication to inspire trust and respect; we challenge and support one another to achieve our shared goals.





At Severn Group, our business success flows from expertise – from technical knowledge and experience that position us as a leader in our field. Not everything, however, can be engineered. The Values which underpin that success stem instinctively from the culture we seek to sustain. Everything we do is tested against our Values, and our people are encouraged to apply them every day: they are the stewards of our brand, our reputation, our heritage, our ambitions.



**Customer**



**Integrity**



**Excellence**



**Accountability**