

## **Freeman AI policy**

### **Introduction**

Freeman Media Ltd (Freeman) has begun looking at the power of Artificial Intelligence (AI) to enhance our services while maintaining transparency, accountability, and ethical standards. This policy outlines how we use AI in our operations and the principles we adhere to ensure responsible AI usage.

### **Purpose of AI usage**

We have begun using AI to:

- improve content creation
- assist in copy editing and proof-reading
- automate routine tasks to increase efficiency
- analyse data to gain insights and improve decision-making
- include a natural language search module across our publications
- provide deeper 'related content' links
- aggregate or summarise specific information

### **Human oversight**

AI tools at Freeman are used to assist our human staff, not replace them. All AI-assisted content is reviewed by our editorial team to ensure accuracy, relevance, and quality. AI-generated searching tools are clearly disclosed to our subscribers. Human oversight is integral to our AI processes to prevent errors and biases.

### **Ethical considerations**

We are committed to ethical AI practices, including:

- ensuring AI systems are free from bias and discrimination
- protecting user privacy and data security
- adhering to copyright laws and intellectual property rights

### **Our AI platform**

We have developed an in-house private AI Knowledge Base using the Amazon Web Services **Bedrock** product. Data shared and learnings generated remain private and for the use of Freeman and its subscribers only. Our natural language search and research products only use our trusted content libraries across our publications.

### **Continuous improvement**

We continuously monitor and evaluate our AI systems to ensure they meet our high standards of performance and ethics. Feedback from our subscribers is invaluable in this process, and we encourage you to share your experiences and suggestions.

### **Compliance with regulations**

Our AI practices comply with relevant laws and guidelines, including the Responsible AI Guidance for the Public Service provided by the New Zealand government.

### **Contact Us**

If you have any questions or concerns about our use of AI, please contact us at [matt.freeman@freemanmedia.co.nz](mailto:matt.freeman@freemanmedia.co.nz)