

AI Policy

Jagged Crow Creative uses AI tools to help with some of our work. Here's how we use them and how we look after your information.

What AI do we use?

We use Claude (made by Anthropic), Gemini (made by Google) and ChatGPT (made by OpenAI).

They help us draft and edit copy, brainstorm ideas, write image alt text, troubleshoot website code and keep our admin moving. A person reviews and edits everything before it goes to a client or onto a website.

Who's responsible?

Jagged Crow Creative is owned and run by Helen Sampson. Helen is responsible for how AI is used in the business, and for every piece of work we deliver, whether AI helped with it or not. If you have a question about AI and your project, Helen is the person to talk to.

If you don't want us to use AI, please let us know before we begin your project. This may affect costs and delivery timeframes.

What data goes into it?

We only give AI tools what they need to do the job. This usually means we might use it for:

- drafting website copy, blog posts, social media content and brand material
- business information you've already made public or asked us to publish
- website code and troubleshooting when we're fixing a technical problem (we don't give AI access to your website directly)
- general business admin like task lists and draft emails

We don't put sensitive information into AI tools. That includes passwords and logins, bank or payment details, health information or government ID numbers.

We follow the Australian privacy regulator's advice and keep personal information out of AI tools wherever we can.

What happens if something goes wrong?

AI can get things wrong, and it can sound very sure of itself when it does. Here's how we handle that:

- Everything AI helps with gets checked by a person before it is finalised.
- If we find a mistake in work we've delivered, we'll tell you and fix it.

- If we think your information has ended up somewhere it shouldn't, we'll let you know straight away, tell you what happened and what we're doing about it, and report it to the Office of the Australian Information Commissioner if the law requires it.
- If you spot something that doesn't look right, get in touch and we'll sort it out.

Questions

If you'd like to know whether AI was used on your project, just ask and we'll tell you. Email hello@jaggedcrowcreative.com.au.

We review this policy every six months, and sooner if we start using a new AI tool.