



## **Our use of AI**

The technical environment is changing rapidly and as such are sharing our current position with regards to AI. At MMC, we occasionally use artificial intelligence (AI) tools (predominantly ChatGPT4) as a guide to assist in and enhance our consultancy services. The AI-generated content and recommendations serve as a foundation, which we then tailor and refine to suit the unique tone, objectives, and preferences of each of our clients. Only data that is currently within the public domain is used and we ensure GDPR and data privacy compliance throughout.

While AI streamlines our processes and provides insights and enhancements, our focus remains on human expertise and customisation to meet our clients' specific needs and goals. We assure you that any AI-generated content or insights are subject to thorough review, fact checking and refinement by our experienced team, ensuring alignment with both your and our organisation's values and messaging, whilst maintaining complete accuracy.

Additionally, we use AI features specific to Zoom "AI Companion" to simplify meeting minute-taking. This AI-powered function accurately captures and documents key discussions, action items, and decisions during virtual meetings.

Through our integration of AI with our expertise, we maintain detailed documentation of meeting proceedings, prioritising quality and alignment with GDPR regulations as found in our privacy notice, available on our website to safeguard our clients' data and privacy. Post-meeting, minutes undergo review and refinement to ensure accuracy and completeness.

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