



This Little Piggy Marketing Ltd - AI Usage Policy

At This Little Piggy Marketing Ltd, we are committed to transparency, trust, and responsible innovation. This AI Usage Policy explains how we use artificial intelligence (AI) tools in the course of delivering our services, and how that may impact our clients, potential clients, website visitors, and social media followers.

1. How We Use AI

This policy sets out how we use artificial intelligence (AI) tools responsibly and legally within This Little Piggy Marketing Ltd, and how we use it, amongst other things, to protect our copyright and ensure that client data is protected.

We may use AI-based tools to support or enhance aspects of our business, including but not limited to:

- Content creation (e.g. blogs, emails, captions)
- Idea generation and market research
- Customer support or communication (e.g. auto-replies, suggested responses)
- Internal productivity tasks (e.g. scheduling, admin, creating summaries)
- Marketing automation (e.g. email marketing, social media chat prompt software and live chat on our website)

All AI-generated content is reviewed and edited by a human before being shared with clients or published publicly, unless clearly stated otherwise.

2. AI and Personal Data

We will never knowingly input sensitive or data which is personally identifiable client data into public AI platforms without a clear legal basis and safeguards in place.

All personal data processed using AI is handled in compliance with GDPR. In particular, we:

- Limit data shared with external processors
- Ensure AI tools are subject to appropriate data protection agreements
- Do not use AI to make fully automated decisions that have legal or significant outcomes without human review

For our full data privacy policy click here

<https://www.littlepiggymarketing.co.uk/privacy-policy/> . If you have questions about how your data is used, you may contact us at info@littlepiggymarketing.co.uk .



3. Transparency and Responsibility

AI helps us improve speed and efficiency, however, we remain fully responsible for the accuracy, legality, and appropriateness of everything that we create using AI, including any outputs and for all of the services that we deliver.

If AI has been used to generate any part of a deliverable, we always disclose this.

4. Limitations of AI Use

AI-generated content may occasionally contain factual inaccuracies, outdated information, or lack context. While we strive for high-quality, human-reviewed outputs, we recommend clients use their own judgment and verify any important information provided.

5. Your Rights and Choices

If you prefer that we do not use AI tools in relation to your project or data, please let us know when you engage our services. We will make reasonable efforts to accommodate such requests. We will notify you if we are not able to remove AI from our service delivery.

6. Policy Updates

This policy may be updated from time to time to reflect changes in technology, regulation, or our business practices. The latest version will always be available on our website.

Effective Date: [4 August 2025]

Last Updated: [4 August 2025]