



Title	A.I. Policy Document		
Author	Chris Payne / Paul Starkey		
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The use of Artificial Intelligence (AI) tools within the Keyne Group

Overview

The use of Artificial Intelligence (AI) tools throughout industry is set to bring significant benefits to the organisations that use them sensibly and in support of core outputs. The pace of their development is noteworthy, with more iterative tools and services being brought to market daily. This is partly why we’ve chosen to update this policy document on a quarterly basis or as soon as a relevant major advancement or event occurs. AI tools are evolving at such a pace that we have dedicated resource and time to consider how the available tools impact our business, and the outputs of the organisations we support.

We also note the concerns of the use of AI, especially the use of Large Language Models (LLMs) in the development of text and content for bids and proposals. We recognise the concerns that many organisations have and sought to incorporate these concerns into our risk-assessment on the impact of AI for the functions we provide (Annex A). Through being open about our use of these technologies, we aim to provide confidence that we are adopting AI tools in a controlled way for the collective benefit of the Keyne Group and the clients we represent.

Our use of AI Tools

Within the Keyne Group, we value the functionality offered by AI tools and have sought to adopt them in areas where we see them positively contributing to our outputs. We note though that confidential and/or client information will not be input into public AI tools and that any outputs, whatever their purpose, will be checked for accuracy before being used. Table 1 below highlights our general use of AI tools as part of our business activities. Further uses and classifications are covered in Annex A.

Functional Area	Description of Functional Area	Risk	Agreed Use
Research	Obtaining technical insights from online sources to advance company knowledge and capability.	LOW	Use of AI tools to search for and interpret relevant information.
Marketing	Activities in support of market assessment, research into sectors, and the exploration of opportunities for growth.	LOW	Output of tools to provide background information in support of analysis and outputs from team members.
Content Creation (internal)	Generation of material for internal guidance and information.	MID	Content from AI tools that provide guidance, knowledge, and actionable outcomes in support of internal company activities.
Content Creation (external)	Generation of material in support of external outputs to Keyne Group clients.	HIGH	Content and data generated wholly from AI tools in support of client outputs.
Content Analysis	Analysis of data and information in support of an outcome or in justification of a proposed action.	MID	Output from AI tools used in support of decisions and to inform client actions.

Table 1: The functional areas where the Keyne Group propose to use AI tools.

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Classifying outputs from AI tools

Where a risk has been classified within Table 1 as MID, HIGH or VERY HIGH, all outputs will be clearly marked with one of the following notices:

1. External Documents

Content shared with individuals or organisations outside of the Keyne Group.

A.I. DISCLAIMER: *This content has / The contents of this document have, in whole or in part, been informed from the outputs of A.I. tools. While content has been edited and, in some instances, entirely rewritten by an author, elements of the text may have been influenced by A.I. tools.*

2. Internal Documents

Content that is designated for internal use.

A.I. DISCLAIMER: *This content has / The contents of this document have, in whole or in part, been informed from the outputs of A.I. tools. Prior to use, readers are advised to validate content and verify that any content that informs assumptions or outputs is accurate.*

3. Social Media

Content shared on social media platforms.

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4. Research Papers

Whitepapers, articles, and technical assessments shared outside of the Keyne Group.

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5. Bid Responses

Content generated for inclusion within bids and proposals.

A.I. DISCLAIMER: The Keyne Group has used Artificial Intelligence (AI) tools to assist in the preparation of this RFP/tender submission. This includes using these tools to support the preparation of responses to Award questions. Where used, all outputs have been checked for accuracy and relevance.

Client Documents

For the avoidance of doubt, no client documents will, at any time, be uploaded to any online or cloud connected (public) AI tools.

We understand the concerns around the use of AI tools and specifically the concerns in sharing confidential information to online and cloud-connected services. Within the Keyne Group, we will not upload or utilise any client documents for the purpose of informing or generating AI content. Similarly,

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any third-party services or software we utilise will be prevented from uploading and client content to online and cloud-connected (public) AI tools.

This policy aligns with the Keyne Group data protection and company privacy policies. The uploading or processing of personal data by connected AI tools is not permitted.

Where documents are in the public-domain and freely available, we may utilise them for the purposes of analysis with any generated content clearly marked with the disclaimers referenced previously.

Bid and Proposal Statements

We are aware of the investments that organisations are making in deploying AI tools to facilitate content creation for RFPs, Bids, and Proposals. The use of these tools is likely to significantly impact on the industry in the future, especially as more secure training on client collateral and content is possible, or where AI tools can be run locally in self-contained instances. Within the Keyne Group, we do not use these systems and all content produced is generated by our team for the specific requirements of each Bid and Proposal we work on.

We note though that some Clients are requiring a policy or statement confirming that AI has not been used in the generation of content, or if it has, that it is clearly identified as such. The following statement is proposed as an overarching statement where this is the case:

The Keyne Group has used Artificial Intelligence (AI) tools to assist in the preparation of this RFP/tender submission. This includes using these tools to support the preparation of responses to Award questions. Where used, all outputs have been checked for accuracy and relevance.

Where the client provides confidential material as part of the RFP / Tender documentation, we also propose the addition of the following:

The Keyne Group confirms that no client-provided RFP / Tender documents have been uploaded to online or cloud-connected (public) AI tools in preparation of our submission. We also confirm that no personal data has been processed by AI tools at any time during the process.

It is possible that Clients may require some form of confirmation statement to be made on the use of AI tools in preparation of any aspect of Bids and Proposals. Where this is the case, additional disclaimers are not required.

Artificial Intelligence as part of a Client solution

We note that the use of AI tools may be used as part of the operational solution proposed to the Client e.g. the use of AI to monitor and continuously interpret environmental data. Where this is the case, the use of AI will be clearly highlighted within the response and, where appropriate, accompanied by a suitable Risk Assessment and Method Statement. If appropriate, we also propose the inclusion of the following:

The Keyne Group confirms that part of the operational delivery model proposed is reliant on the use of Artificial Intelligence (AI) tools to support outputs. Where used, this is identified and will be subject to the development of a suitable Risk Assessment and Method Statement before deployment.

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Annex A – Risk Assessment

The below table illustrates the current assessment of risk associated with the use of AI tools within the Keyne Group. Classifications are subject to change as tools become better at embedding security and validation of outputs that are easily verified. We acknowledge that AI tools can embed *bias* based on training data, and are subject to *hallucinations*, where responses are extrapolated from numerous data sources rather than comprehensively researched. Consequently, all outputs from AI should be treated as requiring verification if used as the basis for decision making, service commitments, or operating outputs.

Ref.	Application of A.I. Tools	Permitted	RISK CLASSIFICATION				
			Very Low	Low	Mid	High	Very High
A	Research (for internal and external purposes)	Yes		X			
B	Marketing (market analysis)	Yes		X			
C	Marketing (social media)	Yes			X		
D	Marketing (external campaigns)	Yes (with mitigation)				X	
E	Content creation (internal use only)	Yes			X		
F	Content creation (shared externally)	Yes (with mitigation)				X	
G	Content creation (unedited for inclusion in bids and proposals)	No					X
H	Content creation (edited for inclusion in bids and proposals)	Yes (with mitigation)				X	
I	Data analysis (internal purposes)	Yes		X			
J	Data analysis (external purposes – including operational and lifecycle analysis)	Yes (with mitigation)				X	
K	Data analysis (for bidding)	Yes (with mitigation)				X	
L	Recruitment	No					X
M	Processing of personal data	No					X
N	Training and skills development	Yes (with mitigation)				X	
O	Translation or transcription services	Yes			X		
P	Productivity tools (internal purposes)	Yes		X			
Q	Facial recognition or biometric data processing	No					X

Table 2: Risk classification of outputs from AI tools

Mitigations

Where there is a MID to VERY HIGH risk by using the outputs of AI tools, mitigation measures should be carried out to ensure that the information used is free from bias and misinformation, and that data

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isn't shared unexpectedly with connected and cloud-based AI tools. The following checklist is proposed to determine if further mitigation measures are needed.

Check	Consideration	Mitigation
<input type="checkbox"/>	Transparency in use of outputs from AI tools	The appropriate disclaimers have been included within all communications that are reliant on AI generated content, and that all relevant stakeholders have been communicated with to advise that AI content is present.
<input type="checkbox"/>	Accuracy of outputs from AI tools	Outputs of AI tools should be verified to determine accuracy of information used and the relevance of the content included. Where verification of data is not possible, the text shall clearly be marked as being generated from AI tools. Users should be aware of the potential for bias or exclusionary outputs from AI tools, and that information may be inaccurate and or falsely presented.
<input type="checkbox"/>	Regulations and security restrictions applicable to the use of Artificial Intelligence	Verify that there are no applicable regulations or security restrictions applicable to the use of AI tools. If so, and where used, verify compliance.
<input type="checkbox"/>	Information includes personal data	No personal data must be uploaded into AI tools for analysis. If required, all data must be anonymised and unable to be traced back to identifiers within the original source information.
<input type="checkbox"/>	Analysis of Client provided documents	Unless a public-domain document, no Client provided documentation shall be shared with connected and cloud-based AI Tools. If a stipulated requirement, the scope of AI use shall be agreed beforehand with the Client and outcomes clearly identified as being AI generated or AI informed.
<input type="checkbox"/>	Relevance of this policy	Given the pace of change in the use of AI tools, this policy shall be updated quarterly to determine if there are significant changes in the external landscape, or changes to regulations and Client policies that will impact the content of this policy.



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Annex B – Definition of Artificial Intelligence

From toothbrushes to motor-vehicles, the term Artificial Intelligence (AI) is widely used to demonstrate the use of some form of technology or design that has driven the development and features of the product or service provided.

The EU Artificial Intelligence Act¹ defines an Artificial Intelligence system as:

A machine-based system designed to operate with varying levels of autonomy and that may exhibit adaptiveness after deployment and that, for explicit or implicit objectives, infers, from the input it receives, how to generate outputs such as predictions, content, recommendations, or decisions that can influence physical or virtual environments.

Where this description is applicable to any aspect of the services provided or recommended by the Keyne Group, the contents of this policy shall apply.

¹ The EU Artificial Intelligence Act (<https://artificialintelligenceact.eu>)