

## Artificial Intelligence Policy

### 1. Purpose

Enigma Studio's AI services are designed to enhance and streamline marketing efforts through ethical, secure, and effective AI-assisted processes. Our services prioritise quality and efficiency while maintaining our commitment to high security and compliance standards.

### 2. Service Categories

We offer four AI-assisted services:

- Insight: AI accelerates the research process to uncover data-driven insights, verified and tracked to ensure accuracy.
- Remix: Existing content is repurposed using AI, which learns from the source material to produce new media.
- Personalisation: AI helps scale personalisation efforts, automating tailored content based on user data and categorisation.
- Stories: Turns campaign metrics into compelling data-driven narratives.

### 3. Data Collection and Usage

- Personalisation Data: When necessary, personal data such as names and specific identifiers may be collected to enable personalised marketing. This data is processed via automation, not AI, to ensure control and precision.
- Data Storage & Privacy: We comply fully with the Data Protection Act 2018, UK GDPR and other relevant laws and regulations. No personal data, sensitive data or NDA-protected information is input into AI models. All personal and project data is securely handled, and we use tools that ensure our inputs are excluded from model training.
- We do not use AI for the purpose of automated decision making or profiling in

respect of individuals.

#### 4. Use of Third-Party Services

- We utilise third-party AI models and tools based on the project's requirements, ensuring all external services align with our data privacy standards.
- Each third-party tool is rigorously reviewed, and we only work with models that allow us to exclude project inputs from their training data.

#### 5. Human-Centred AI Process

Our AI services are AI-assisted rather than end-to-end automated. Humans remain central to every stage:

- Brief Review: Each project begins with a human review to understand the client's needs.
- Process Management: Humans operate our AI-driven workflows, ensuring alignment with the brief and quality standards.
- Final Output: Every output undergoes a thorough human review, which can include citation checks, plagiarism reviews, and humanisation adjustments, before being delivered to the client.

#### 6. Transparency & Ethical Use

We are fully transparent about AI usage in our services:

- AI tools are only used where we consider them to be beneficial to the project, and use of AI tools is always optional for clients.
- We are committed to ethical AI use, minimising bias, and ensuring output aligns with marketing goals and quality standards.

#### 7. Compliance

- We ensure [full data protection compliance](#), including data minimisation, purpose limitation, and ensuring the right to access and correct personal data.
- Enigma Studio maintains strict confidentiality for all client information and follows

robust data protection protocols.

#### 8. Opt-Out Option

At the proposal stage, clients may opt out of using AI in their projects prior to project initiation. In such cases, Enigma Studio provides alternative workflows managed by humans without the involvement of AI tools.

#### 9. Continuous Review & Improvement

Our AI processes, tools, and third-party services undergo constant review to ensure compliance with evolving standards, enhanced security, and optimisation of performance.

This policy will be updated from time to time to reflect changes to our services and relevant changes to the legal and regulatory framework around the use of AI. We will make updated versions of this policy available to clients who use our AI services.

If you have any concerns regarding our use of AI in our services, please do not hesitate to contact: [info@hut-3.com](mailto:info@hut-3.com) .

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