



STEPHENSON BROWNE

AI POLICY

Artificial Intelligence (AI) use

At Stephenson Browne, we use modern technology, including Artificial Intelligence (AI), to support our services across our sales and lettings branches.

We are committed to using AI responsibly, transparently, and in a way that protects our clients while recognising its limitations.



How we use AI:

We may use AI tools (such as ChatGPT and Microsoft Copilot) to assist with:

- Drafting property descriptions
- Preparing marketing materials
- Supporting email and written communications

AI helps us improve efficiency and consistency; however, it is used solely as a supporting tool and not as a definitive source of information.



Human oversight and accuracy:

All AI-assisted content is reviewed by a member of our team before use.

While we take reasonable steps to check and revise AI-generated content, AI systems may produce outputs that are incomplete, inaccurate, or lack context. For this reason:

- AI outputs are treated as a first draft or support tool only
- Staff apply professional judgement and local knowledge when reviewing content
- Final responsibility for all communications and materials rests with Stephenson Browne

We do not rely solely on AI for factual accuracy, legal interpretation, or professional advice.

Questions:

If you have any questions about how we use AI, please feel free to contact Stephenson Browne.



Protecting your data:

We take your privacy seriously and handle all personal data in line with UK GDPR.

When using AI tools, we:

- Do not input personal or sensitive client information
- Do not upload financial or identification documents
- Use anonymised or general information only



Fair and responsible use:

We do not use AI to:

- Make decisions about buyers, sellers, landlords, or tenants
- Carry out tenant referencing or affordability assessments (these are handled securely via Goodlord)
- Provide legal or contractual advice

All decisions are made by experienced members of our team, who consider the specific circumstances of each case.



Transparency and accountability:

Where AI is used to assist in preparing communications or marketing materials, this is always overseen and finalised by our staff.

While we aim for all information to be accurate and reliable, we recognise that AI-assisted content may not always fully capture nuances or specific circumstances. Stephenson Browne accepts responsibility for the final content provided but encourages clients to seek clarification where needed.