



AI Policy **2024**



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AI Policy Document for Hall Recruitment

Purpose and Scope

- **Purpose:** This policy outlines the responsible use of artificial intelligence (AI) within Hall Recruitment to ensure ethical, transparent, and lawful AI applications across various functions, including marketing, social media, and candidate management. Our goal is to leverage AI while ensuring it aligns with our mission of supporting both candidates and clients with integrity and professionalism.
 - **Scope:** The policy applies to AI-driven tools and technologies used in marketing, research, social media scheduling, content creation, and recruitment operations. It covers AI applications like graphic design, job advertising, and communication while excluding any AI usage for candidate assessment or recruitment decision-making.
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Ethical Principles

- **Core Values:** Hall Recruitment is committed to the ethical use of AI. This policy is grounded in principles of fairness, accountability, transparency, and respect for user privacy.
 - **Fairness:** AI tools will not be used to evaluate candidates' suitability for any roles. Human recruiters will oversee all recruitment decisions to avoid any biases or unfair AI filtering.
 - **Transparency:** We are committed to clear communication regarding the use of AI, particularly with candidates and clients, ensuring they are informed about when AI tools are used in the recruitment process.
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Legal Compliance

- **Data Protection:** AI applications at Hall Recruitment adhere to GDPR and other relevant data protection laws. We ensure the proper management of personal data collected during recruitment and marketing activities, safeguarding candidate and client privacy.
- **AI Tools:** Specific AI tools used include:
 - *MidJourney* for graphics and images.



- *MyMarky.ai* for social media post scheduling and limited content generation.
- *Perplexity.ai* and *ChatGPT 4.0* for research and content creation purposes.
- *Canva* for marketing visuals.

These tools are only used for marketing, social media, and content creation purposes—not for candidate evaluation.

Transparency and Accountability

- **Explainability:** The decision-making processes of any AI tool employed at Hall Recruitment will be clearly communicated to both internal stakeholders and clients. We ensure that human oversight is maintained for any significant decisions.
 - **Audit and Monitoring:** Regular reviews of AI tools will be conducted to ensure compliance with ethical and legal standards, especially regarding data handling, content creation, and communications.
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Data Management

- **Data Quality and Privacy:** All candidate and client data processed by Hall Recruitment, either through human or AI means, is stored securely. We ensure that data used for marketing purposes is anonymised where necessary to protect privacy. For candidate applications, specific data—such as names, DOB, addresses, and specific employment dates—are removed in profiles shared with potential clients.
 - **Storage:** Candidate data is stored within secure systems such as Eclipse Recruitment Manager and on specific job boards (e.g., LinkedIn, Indeed). AI tools do not have access to these systems and are used solely for external marketing and content purposes.
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Risk Management

- **AI Risks:** The potential risks of AI, including unintended biases and data security concerns, are assessed regularly. Hall Recruitment is committed to mitigating risks through continual monitoring of AI-driven tools.
 - **Mitigation:** We ensure all AI tools are used within the predefined scope, limiting their use to non-recruitment areas, and regularly train staff on ethical AI use.
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Human Oversight

- **Human-in-the-Loop:** All recruitment decisions are made by human recruiters. AI tools are not employed to make decisions about candidate applications, ensuring that every candidate is treated fairly and without algorithmic bias.
 - **Accountability:** Roles related to the management of AI tools are clearly defined, with human oversight in marketing, content creation, and social media management.
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Communication Strategy

- **Internal Communication:** All stakeholders within Hall Recruitment, from recruiters to marketing staff, are regularly informed about AI policies and any changes to AI tools in use. Feedback channels are provided to ensure continuous improvement.
 - **Training:** Employees are trained on the ethical use of AI tools, data privacy considerations, and the limitations of AI applications in recruitment.
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Continuous Improvement

- **Policy Review:** This AI policy will be reviewed annually to incorporate new technological advancements and ethical standards in AI.
 - **Feedback Mechanisms:** Stakeholders, both internal and external, are encouraged to provide feedback on AI applications and potential improvements to our approach.
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Conclusion

This AI policy serves as a living document, guiding the ethical use of AI at Hall Recruitment. By prioritising transparency, privacy, and human oversight, we ensure that AI enhances our operations without compromising our core values of fairness and integrity.