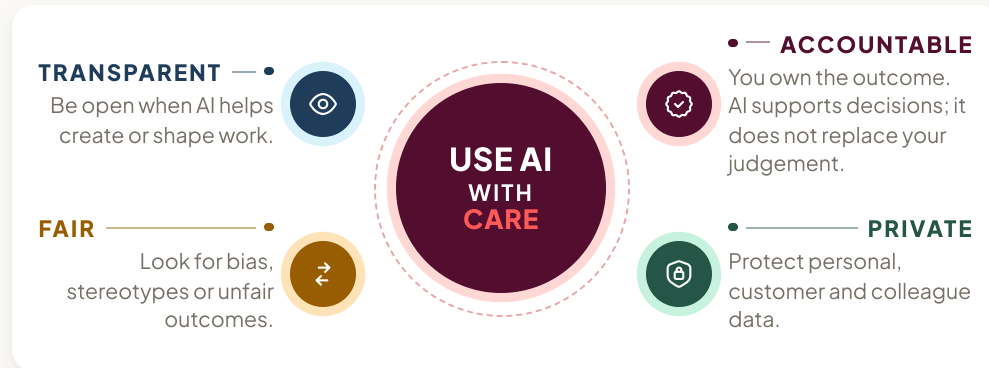


The AI Care Code

AI can help us work faster, think differently and serve customers better. Human judgement keeps it safe.

✓ **Use AI with care.** Be curious. Stay critical. Protect our brand. Verify before you trust. Align with TC values.

RESPONSIBLE AI PRINCIPLES



THE THREE GOLDEN RULES

#1 Keep data safe
Do not enter confidential or personal data into unapproved AI tools. In approved tools, use only what's needed and anonymise where possible.

#2 Review before use
Treat outputs as a draft. Check facts, tone, bias and suitability before relying on or sharing AI outputs.

#3 Speak up early
If something feels wrong, inaccurate, risky or unsafe – Pause. Check. Ask.

Red lines

AI must never produce or promote content that could harm people, trust or Travel Counsellors.

- ⊗ Confidential or personal data in unapproved tools
- ⊗ Harmful, misleading or unverified content
- ⊗ Impersonation, harassment or misleading others
- ⊗ Bias, discrimination or unfair outputs
- ⊗ Copyrighted content without permission
- ⊗ Using AI to make important decisions about people without human review

Pause. Check. Ask.

If the use case, data or output feels wrong, pause. Check it is allowed, accurate, fair and safe to share. Report suspected data breaches, misuse or inappropriate AI outputs immediately.

Personal or sensitive data in AI can create privacy and security risks. Uploaded data by mistake? Tell TSD and DPO now.

AI Champions

Questions and support.

TSD

Data or security concerns.

DPO

dpo@travelcounsellors.com

Legal

legal@travelcounsellors.com

AI at TC Toolkit Click the documents to access resources for responsible AI use.

TOOLS	TRAINING	PRINCIPLES	BASELINE	RULES	GUIDELINES
Approved AI Tools	AI Fundamentals	Responsible AI & Ethics	AI Use Policy	M365 and ChatGPT	M365 & ChatGPT Productivity Prompts
 OPEN	 OPEN	 OPEN	 OPEN	 OPEN	 OPEN