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Responsible AI policy

V1.0



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Introduction

What is AI?

Currently, Artificial Intelligence (AI) has no universally accepted definition. It is typically used as umbrella term for a range of technologies and approaches that attempting to mimic human thought to support with complex tasks, with machine learning (ML) models having emerged as the dominant AI technology in recent years.

In the absence of a universal definition, Motiv have adopted the definition from the [EU Artificial Intelligence Act](#):

“AI system’ means a machine-based system that is 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 an “AI system” refers to a specific application or implementation of AI technology.

Policy purpose

What is the intent of this policy?

Motiv is committed to the responsible use of AI; however, the autonomous nature of AI systems introduces new responsibilities.

This policy outlines our six **Responsible AI principles** to support our commitment and considers these new responsibilities.

We’ve adopted these guiding principles to ensure our use of AI remains within acceptable boundaries, and provides a foundation for other policies and standards at Motiv to uphold when developing AI systems.

Why is this important?

Motiv strive for great customer experiences and outcomes

Motiv believe AI offers new and exciting opportunities to leverage powerful technology to improve the experiences and outcomes for our customers and partners; by enabling smarter, more adaptive, and highly personalised experiences, which would not be possible through the use of traditional technologies. As a result, we think it’s important we explore responsible ways of incorporating AI into our products and services to better serve our customers and partners.

Our Responsible AI principles provide a framework to guide the incorporation of AI into our products and services, ensuring we innovate with consistency, care, and with our customers at the centre of every decision.

Ensuring AI systems operate under human accountability

Motiv believe AI systems must remain under human oversight and accountability. While AI may support and enhance our product and services, it should not become a substitute for accountability.

By adhering to our Responsible AI principles we ensure no AI system at Motiv operates without clear, human-led accountability for its purpose, performance, and outcomes – as well as being transparent about the limits of AI and acknowledging when human judgement may be required.

AI is evolving rapidly

AI is evolving rapidly, and we anticipate that our internal guidelines, policies, and practices for our use of AI into products and services will continue to adapt alongside emerging laws, technologies and industry best practices.

By staying grounded in our overarching Responsible AI principles, we can ensure a consistent, responsible use of AI – regardless of the latest advancements.

Responsible AI principles

Transparency

AI systems should be explained to our customers.

Motiv believe transparency is essential to building trust in AI. We are committed to ensuring our AI systems are explainable to our customers and partners, so they can meaningfully understand how the work, what they do, and how they produce outcomes. We strive to make these explanations as clear and accessible as possible—not just for technical audiences, but to everyone who uses them.

Our use of AI systems are clearly signposted with supporting “Responsible AI Transparency Disclosure” documents, openly explaining key aspects of the AI systems such as: its purpose, the rationale for AI use, impact assessments, supporting explanations about how it works and it’s outcomes and how it upholds our Responsible AI principles.

Reliability

AI systems should perform consistently and as intended.

Reliability is critical to trust and performance. Motiv’s AI systems are designed and tested to perform accurately, consistently, and in alignment with their intended purpose across a range of conditions.

We follow robust development, validation, and monitoring practices to ensure AI systems behave as expected—not just in ideal scenarios, but in real-world use. This includes thorough testing with representative data, monitoring for degradation and setting clear thresholds for acceptable operation.

We also implement continuous improvement processes, reviewing and updating as needed to reflect new insights or changing environments. For our customers and partners, this means dependable AI that adds value and behaves as predictably as possible over time.

Security

AI systems should be protected from misuse and threats and follow “Privacy by Design”.

Security is fundamental to how we design and operate all our products and services at Motiv; and this extends to our AI systems. We embed strong protection measures throughout the AI

lifecycle to guard against misuse, tampering, and emerging threats, while adhering to Privacy by Design principles to meet the highest standards in information security.

Our AI systems are built on secure development practices, including access control, encryption, secure data handling, and risk assessments. We also consider AI-specific vulnerabilities and will continue to develop safeguards accordingly.

Through proactive security and privacy measures, we aim to protect individuals, maintain trust, and ensure AI serves its purpose with minimised risk.

Lawfulness

AI systems should operate within applicable laws and regulations.

At Motiv, our AI systems are designed to comply fully with all applicable laws and regulations, such as adherence to the Data Protection Act and UK GDPR where personal data is processed by AI.

We also ensure our customers understand the legal basis for any processing of their data by AI.

Motiv closely monitor legal developments in the AI landscape and adapt our policies and practices to remain compliant as regulations evolve. Where legal guidance is still developing, we align with best practices to make informed and responsible decisions.

By embedding lawfulness into every stage of development, we ensure that AI at Motiv is not just innovative, but responsible and trustworthy.

Safety

AI systems should minimise the risk of harm.

Our AI systems are designed to actively safeguard users from potential harm (including physical, psychological and financial risks), as well as confusion or unintended disruption.

Our safety practices begin early in the development lifecycle, with risk assessments, impact analysis, and stress testing under a range of scenarios. We use protective measures such as content moderation, guardrails, human-in-the-loop systems, and continuous monitoring to ensure AI behaves responsibly in complex and changing environments.

Where appropriate, we also provide customers with tools to review, question or override AI outcomes – ensuring human accountability remains a key function of our AI systems.

At Motiv safety is not assumed; it is built, tested, and maintained as a core function of our AI systems.

Fairness

AI systems should treat everyone fairly.

Motiv strive to build AI systems with an inclusivity mindset; ensuring our AI systems treat all individuals equitably, regardless of background. We look to implement appropriate measures to avoid excluding groups or individuals from being able to engage with or to benefit from our AI systems

We take steps to identify and reduce bias in data, algorithms, and outcomes. Data reviews assess how systems perform across different demographic groups and use cases ensuring that AI considers a broad spectrum of users, perspectives, and needs.

We continuously evaluate and improve our AI systems to ensure they remain inclusive in their operation.