

Textmetrics' AI principles

Guiding principles for Artificial Intelligence at Textmetrics.

As an AI company, Textmetrics firmly believes in the responsible and ethical use of artificial intelligence to improve our services. While we use AI to optimize our processes and improve the quality of our products, our top priority remains the safety and security of our users' data.

We employ a range of measures to protect this data, including stringent access controls, secure servers, comprehensive employee training, data encryption protocols, and a strict policy against data resale. Additionally, we ensure that all content generated using AI is thoroughly reviewed and improved by our employees before being published on any of our platforms.

At Textmetrics, we recognize the importance of maintaining human oversight and intervention in AI-driven processes. We understand that real connections and meaningful interactions require human empathy and expertise. Therefore, while AI augments our capabilities, it does not replace the essential role of human involvement in our operations.

Our commitment to ethical AI usage is reflected in our core values and principles. We continuously strive to align our practices with evolving standards and best practices in AI ethics. Our goal is to leverage AI technology responsibly, maximizing its benefits while minimizing potential risks and ensuring that it serves the best interests of our users and stakeholders.

By upholding these principles and practices, Textmetrics aims to lead by example in the responsible deployment of AI, setting a standard for ethical AI usage in our industry.

Our AI principles:

1. Human oversight

AI technologies are intended to work alongside human abilities, and human guidance and control should always be maintained throughout processes. Additionally, employees ought to revise or improve information generated by AI.

2. Transparency & accountability

Those using AI systems should be transparent about their use and, if applicable, provide the prompt that was used. Those using AI systems remain at all times responsible and accountable for their use.

3. Fairness & inclusivity

All generated content should be analyzed with Textmetrics' own AI to ensure that the benchmarks of non-discrimination, diversity, and inclusiveness are upheld.

4. Privacy and security

The use of AI systems for marketing-related activities and development testing should comply with our [privacy and data protection laws](#), ensuring that systems are resilient and secure.