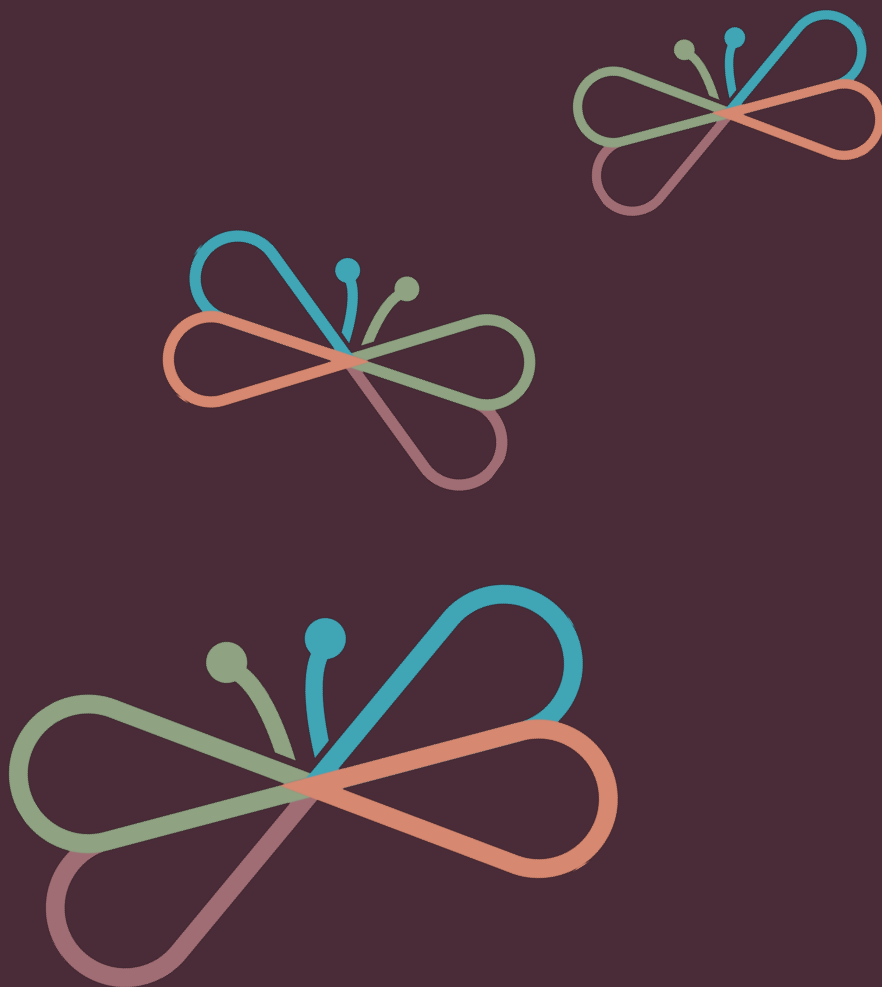




How Petal Uses AI

Our commitment to you

Petal&C₀.

Our commitment to you

At Petal, we believe artificial intelligence (AI) should enhance, never replace, the human expertise, creativity, and strategic thinking that define exceptional communications work.

This document outlines how we use AI responsibly to deliver better results while protecting what matters most: your data, your trust, and the quality of our work.

Senior, human expertise first

Your strategy, messaging, and content is always crafted by our senior team of experienced professionals.

AI supports our work behind the scenes, helping us research faster, organise more efficiently, and refine detail. But the strategic thinking, creative development, and expert guidance you value remain exclusively in human hands.

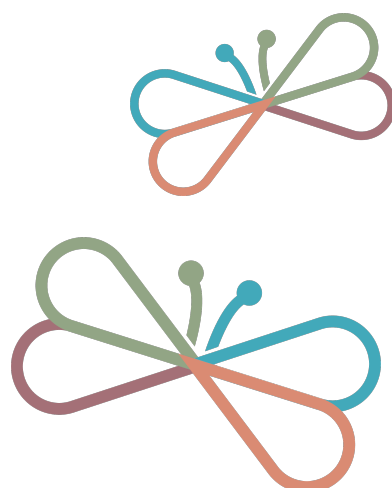
Our approach to AI is focused on making our senior-only model as effective as possible and freeing our experienced team to focus on adding the most value possible to you.

In a nutshell, AI helps us:

- Accelerate research and information gathering
- Generate initial ideas for our team to develop
- Support quality checks and proofreading
- Streamline project management and workflows

What is always 100% carried out by human members of the team:

- All strategic planning and campaign development
- Content creation and messaging
- Client advice and decision-making
- Relationship management and stakeholder engagement
- Final editorial judgement on every deliverable



Putting your data security first

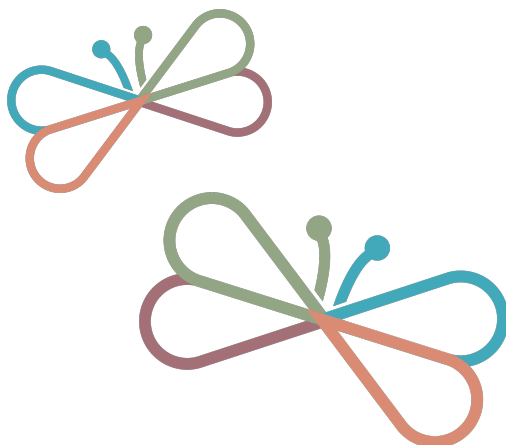
We know that our clients trust us with their confidential information and insights. AI naturally brings new concerns and risks around data security, but we want to assure you that our approach to AI keeps your data and confidential information completely safe.

Our data protection commitments:

- Client authorisation: We obtain your explicit consent before processing any client content through AI tools
- Anonymisation: Any client information used with AI is stripped of identifying details - names, financial data, and sensitive information are removed
- Stringent guidelines and protocols: We have clear and stringent guidelines on what data can and can't be used on AI tools. We also carry out rigorous training to ensure every team member understands what can and can't be used, and why
- UK/EU data standards: We prioritise AI providers that process data within the UK or European Economic Area and comply with UK GDPR
- Regular deletion: We systematically delete AI chat histories and disable data retention features

What we never put into AI tools:

- Personal data (names, contact details, identifiable information)
- Confidential strategies or proprietary information
- Financial or commercial terms
- Legal documentation or contracts
- Sensitive corporate transaction details
- Any other trade secrets etc.



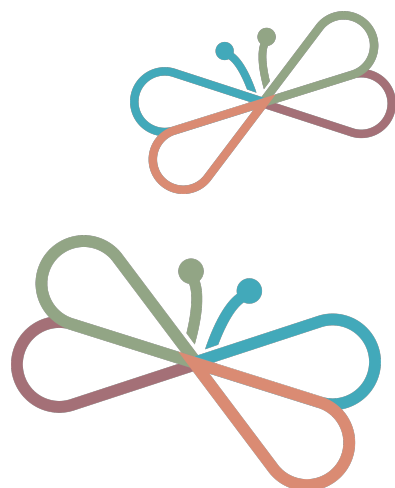
Quality You Can Rely On

While AI can accelerate certain tasks, we never compromise on quality.

The content we generate for use in your campaigns is created by experienced, human hands. AI may support in sourcing information or condensing large sets of information to help inform content, but it will never create the angle or draft the content that we know will resonate with journalists and audiences.

We also understand that AI can produce biased or inaccurate information. That's why we use it only for ideation and research support, never for final content creation, and always with rigorous human oversight.

Our team reviews, edits, and validates all AI outputs to ensure accuracy, relevance, and the nuanced judgement that only human experience provides. After all, great quality writing is useless if it's propped up by flawed information.



Transparency and continuous improvement

We're committed to keeping you informed on all relevant aspects around our approach to AI, as well as keeping ourselves informed on the latest best practices.

We:

- Provide clear communication about how and when we use AI on your account
- Conduct regular team training to ensure best practices evolve with the technology
- Carry out ongoing review of our policies to reflect changing regulations and standards
- Encourage open dialogue about any concerns or questions you may have

Our overarching promise to you

At Petal, we harness AI's potential to work smarter and more efficiently, but we never lose sight of what makes great communications: human insight, creative thinking, and strategic expertise.

Your confidential information is protected through comprehensive safeguards. Your work is delivered with the quality, nuance, and judgement that only experienced professionals can provide. And your trust is earned through full transparency and a strong commitment to responsible and ethical AI use.

Questions about our AI approach?

We welcome conversations about how we use AI and how we protect your interests. We're happy to set up a call or meeting to discuss any questions or concerns you may have.

This document reflects Petal's AI practices as of October 2025. We review and update our policies regularly to reflect evolving best practices and regulatory requirements.

