

RESPONSIBLE USE OF ARTIFICIAL INTELLIGENCE (AI)

Our Commitment

At Cherry Professional, we embrace technology that helps us deliver an exceptional service to our candidates, clients and colleagues. Artificial Intelligence (AI) offers opportunities to improve efficiency, enhance communication, support administrative processes and help our teams focus on creating meaningful human connections.

We are committed to using AI responsibly, ethically and securely, ensuring that technology enhances human expertise rather than replaces it.

Human-Led Recruitment

Recruitment is fundamentally a people business. While AI can assist with tasks such as drafting content, summarising information and improving operational efficiency, decisions relating to candidates, clients and recruitment processes remain human-led.

Cherry Professional does not use AI to make fully automated recruitment decisions, select candidates for roles, reject applications or determine an individual's suitability for employment without human involvement and oversight.

Our consultants and clients remain responsible for all hiring decisions.

Protecting Personal and Confidential Information

Protecting the privacy and security of information entrusted to us is a core priority.

Any AI technologies used by Cherry Professional must meet our security, privacy and compliance requirements and operate in accordance with:

- UK GDPR
- Data Protection Act 2018
- Applicable employment and recruitment legislation
- Our internal data protection and information security standards

We take appropriate steps to ensure that personal, confidential and commercially sensitive information is protected when using technology and AI-enabled systems.

Responsible and Ethical Use

We are committed to using AI in a fair, responsible and transparent manner.

When using AI, we aim to:

- Maintain human oversight and accountability.

- Promote fairness and consistency.
- Reduce the risk of bias and discrimination.
- Protect candidate, client and employee information.
- Comply with legal, regulatory and ethical obligations.
- Ensure AI supports, rather than replaces, professional judgement.

We regularly review emerging technologies and assess how they can be used responsibly within our business.

Security and Governance

Cherry Professional only uses AI technologies that have been reviewed and approved in line with our security, privacy and compliance requirements.

We have controls in place to help ensure that AI systems used within our business align with our commitment to protecting personal data, confidential information and intellectual property.

Transparency

We believe in being open about our approach to AI.

Where AI is used within our business, it is intended to support productivity, service delivery and operational effectiveness whilst maintaining appropriate human oversight and accountability.

We will continue to monitor developments in AI technology and adapt our practices as regulations, best practice and customer expectations evolve.

Continuous Improvement

Artificial Intelligence continues to develop rapidly, creating both opportunities and responsibilities for businesses.

Cherry Professional is committed to the ongoing review of our AI practices to ensure they remain safe, ethical, legally compliant and aligned with our values.

By combining innovative technology with experienced recruitment professionals, we aim to deliver the best possible outcomes for the organisations and individuals we support.

If you have any questions regarding our use of Artificial Intelligence or our approach to data protection and privacy, please contact us via our website.