



Artificial Intelligence (AI) Policy

Introduction

At Albion Fine Foods, we are committed to maintaining transparency, accuracy, and trust across all our digital platforms. We use a combination of human expertise and technology, including artificial intelligence (AI), to enhance the quality and consistency of our content.

How We Use AI

We may use AI tools to support the creation and improvement of product images, website content, and internal processes to improve efficiency and accuracy.

Product Imagery

Some product images on our website may be enhanced using digital tools, including AI. These enhancements are used to standardise presentation, improve image quality, and ensure consistency across our catalogue. We do not use AI to alter the fundamental characteristics of a product. All images are intended to remain a fair and accurate representation of the products supplied.

Accuracy and Responsibility

All AI-assisted content is reviewed by our team to ensure it meets our standards for accuracy, quality, and suitability. We take full responsibility for the content published on our website, regardless of how it is created or enhanced.

Transparency

We believe in using technology responsibly. Where AI plays a meaningful role in content creation, we aim to be open about its use while ensuring that customer trust and understanding are never compromised.

Ongoing Commitment

As AI technology continues to evolve, we will regularly review and update our approach to ensure it aligns with best practice and customer expectations.