

INNERMEDIA

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25

YEARS · 2001–2026

# AI & DATA TRANSPARENCY STATEMENT

TERMS, CONDITIONS & POLICIES

VERSION 4.0 · MAY 2026

INNER MEDIA LIMITED · COMPANY NO. 04818830

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## How InnerMedia Builds, Deploys and Safeguards AI Products

This statement is designed to give our clients and their stakeholders clear, honest information about how InnerMedia's AI products work, what data they use, and the safeguards in place. It complements our Privacy Policy and Data Processing Agreement.

## 1. OUR APPROACH TO AI

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InnerMedia builds AI-powered tools specifically for the education and professional services sectors. Our products — including aiAdmissions, aiReception, aiMarketeer, aiParents, aiStaff and aiSEO — are designed to reduce administrative burden and improve responsiveness for our clients and their communities.

We believe AI should be transparent, controlled and trustworthy. This statement explains how we build and operate our AI products to deliver that promise.

## 2. WHAT AI POWERS OUR PRODUCTS

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### 2.1 The Model

Our AI products are powered by Anthropic's Claude large language model (LLM). Anthropic is a leading AI safety company whose models are designed with safety and reliability as a core priority.

### 2.2 How We Access It

We access Claude exclusively through Amazon Web Services (AWS) Bedrock — AWS's managed AI platform. This means:

- All AI inference (the process of generating a response) happens entirely within the AWS environment;
- Client data is never transmitted to Anthropic's external systems;
- Anthropic does not have access to your data and cannot use it to train or improve their models;
- All data remains within AWS UK or EU regions at all times.

Unlike many AI solutions that send data directly to third-party AI providers, InnerMedia's architecture keeps your data within a tightly

controlled AWS environment. Anthropic never sees your data.

### 3. WHAT DATA OUR AI USES

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#### 3.1 Configuration Data

To configure an AI product for your organisation, we use information you provide us — such as your FAQs, admissions procedures, school policies, staff directories and brand guidelines. This forms the ‘knowledge base’ that the AI draws on when answering queries.

#### 3.2 Interaction Data

When End-Users (e.g. prospective parents, enquirers, staff) interact with your AI product, the conversation is stored securely so you can review it. This helps you monitor quality, identify common questions, and improve your configuration.

#### 3.3 What We Do NOT Do With Your Data

We make the following absolute commitments on data use:

- We will NEVER use your data to train any AI model — ours or anyone else’s;
- We will NEVER share your data with other InnerMedia clients;
- We will NEVER use your data for advertising or profiling;
- We will NEVER transfer your data outside the UK or EU without your explicit written consent;
- We will NEVER retain your data beyond the agreed retention periods (90 days for interaction data, unless you request otherwise).

### 4. DATA SECURITY

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All data processed by our AI products is protected by:

- AES-256 encryption at rest (industry standard — the same encryption used by banks);
- TLS 1.2 or higher encryption in transit (all data moving between systems is encrypted);
- Logical data isolation — your data is kept entirely separate from other clients’ data;
- Role-based access controls — only authorised InnerMedia staff with a legitimate need can access your data;

- Multi-factor authentication (MFA) on all InnerMedia systems;
- AWS-managed physical security at all data centres.

## 5. CHILDREN'S DATA — ADDITIONAL PROTECTIONS

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InnerMedia works with schools and education providers. We recognise that AI products in education settings may process data relating to children. We apply the following enhanced protections as standard.

- Conversation data involving children under 18 is automatically deleted after 3600 days;
- Children's data is never used for AI model training or improvement;
- Children's data is never used for advertising, profiling or commercial purposes;
- Our AI products are configured to avoid requesting sensitive personal information from End-Users;
- Clients are responsible for ensuring their AI deployment complies with DfE safeguarding requirements and the ICO's Age Appropriate Design Code.

If your AI product is deployed in a context where children under 13 may interact with it, please discuss this with your InnerMedia account manager so we can ensure the appropriate configuration and consent mechanisms are in place.

## 6. HUMAN OVERSIGHT

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6.1 InnerMedia's AI products are decision-support tools, not autonomous decision-makers. No AI product we deploy makes final decisions in the following areas without human review:

- Admissions decisions or offers of places;
- Safeguarding or pastoral matters;
- Staff performance or HR matters;
- Financial commitments.

6.2 All AI Products include a handoff mechanism to route enquiries to a human member of staff when the query falls outside the AI's knowledge base or involves a sensitive topic.

6.3 We recommend that all clients designate a named AI Product Manager within their organisation who is responsible for monitoring AI outputs, reviewing interaction logs, and escalating concerns.

## 7. AI LIMITATIONS AND ACCURACY

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7.1 AI language models generate responses based on patterns — they do not ‘know’ facts in the way a human expert does. Responses may occasionally be incorrect, outdated or incomplete.

7.2 All InnerMedia AI products are configured with your organisation’s specific information to maximise accuracy. However, we recommend:

- Reviewing your AI knowledge base regularly (at least every school term or quarterly);
- Monitoring interaction logs to identify and correct any patterns of inaccuracy;
- Including a standard disclaimer in AI responses informing End-Users that information should be verified for critical decisions.

7.3 InnerMedia is not liable for decisions made by End-Users based solely on AI-generated content. Clients are responsible for ensuring that their AI deployment is appropriately supervised.

## 8. SUB-PROCESSORS

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The following third-party sub-processors may process data in connection with our AI products. All are contractually bound to maintain appropriate data protection standards:

SUB-PROCESSOR	ROLE
Amazon Web Services (AWS) — UK/EU	Cloud infrastructure, compute, storage and AI inference platform
WordPress / Automattic	CMS for website integrations
SendGrid (Twilio)	Email delivery

We will provide at least thirty (30) days’ notice of any changes to our sub-processor list.

## 9. YOUR RIGHTS

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You (and your End-Users) have the right to:

- Know that you are interacting with an AI product;
- Request deletion of conversation history within 72 hours;
- Opt out of interaction data storage (this may limit some features);
- Request a copy of data held about you;

- Lodge a complaint with the ICO if you believe your data has been mishandled.

To exercise any of these rights, contact: [hello@innermedia.co.uk](mailto:hello@innermedia.co.uk)

## 10. QUESTIONS AND CONTACT

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If you have questions about how our AI products work or handle data, please contact:

CONTACT	DETAILS
General enquiries	<a href="mailto:hello@innermedia.co.uk">hello@innermedia.co.uk</a>
Data protection matters	<a href="mailto:hello@innermedia.co.uk">hello@innermedia.co.uk</a> (mark: FAO Data Protection)
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