



Your Colour & Style (YC&S) Use of Artificial Intelligence (AI) Policy

Effective 1st May 2025

At Your Colour & Style, we prioritise delivering personalised, high-quality services to help our clients express their unique style and confidence. As part of our commitment to innovation and customer satisfaction, we use artificial intelligence (AI) to enhance our offerings in a responsible and ethical manner. Below are the principles guiding our use of AI:

1. Transparency

- We inform our clients about where and how AI is used in our services, ensuring clarity in its role alongside human expertise.
- Clients will have full visibility into AI-driven recommendations and insights.

2. Purposeful Use

- AI is employed exclusively to improve client experiences, such as generating tailored colour palettes, identifying personal style preferences, and optimising the scheduling processes.
- Your Colour & Style chooses to use Co-Pilot, due to its ethical way in which it obtained data on which to use

3. Data Privacy and Security

- Protecting client information is our top priority. Any data collected to inform AI tools, such as style preferences, remains secure, confidential, and is used solely for improving our services.
- We strictly adhere to data protection regulations, including GDPR, and ensure client consent before using any personal data.



4. **Human-Centric Approach**

- AI complements, not replaces, human expertise in our business. Fiona, Your Colour & Style Consultant, offers empathetic, creative, and intuitive advice.
- We maintain the human touch in all our interactions, ensuring AI suggestions are reviewed by professionals for accuracy and personalisation.

5. **Ethical Use**

- Our AI systems are designed to avoid bias and stereotyping, promoting inclusivity and diversity in style recommendations.
- We continuously monitor and update our AI systems to maintain ethical standards and accuracy.

6. **Continuous Improvement**

- We stay up to date with advancements in AI technology and industry best practices to provide cutting-edge services to our clients.
- Feedback from clients is invaluable in improving both our AI tools and overall services.

If you have any queries, please contact
Fiona.yourcolourandstyle@gmail.com