

# AlmaReach AI Policy

## General statement

Artificial intelligence (henceforth “AI”) has become a transformational technology across many industries in recent years, reshaping how organisations collect, process, and derive insight from data at scale. It has the potential to dramatically enhance many services, especially those which rely on assessments of large quantities of data. We believe that AI can significantly enhance the work of alumni relations offices by enabling a level of research depth, speed and consistency that would otherwise be unachievable.

At AlmaReach Ltd (henceforth “AlmaReach”), our approach to AI is deliberate and considered. We fuse the use of generative artificial intelligence with a suite of other tools, deploying it in a highly targeted capacity to enhance specific bottlenecks in traditional systems. We do not apply AI as a blanket solution across every tool or function. Instead, we use it only where there is no effective and comparable alternative method: where it meaningfully improves outcomes for our clients, and where the alternatives would be demonstrably slower, less accurate, or less scalable.

We are committed to using AI responsibly, transparently, and in full compliance with applicable data protection legislation. This policy sets out how we use AI, and why. For detail on further safeguards and data protection, see our separate AlmaReach Privacy Policy.

## Why AI is used

Alumni research is an inherently data-intensive process. Identifying, locating, and assessing the career trajectories, professional achievements, and philanthropic capacity of thousands of alumni requires the synthesis of large volumes of publicly available information from a wide range of sources. The use of AI enables us to process this complex alumni data from public data sources in bulk, at a speed and depth that would be simply impossible to replicate through manual research alone.

A human researcher, working diligently, might be able to meaningfully assess a small number of alumni profiles per day. Our AI-assisted system can produce thousands, drawing on the same underlying public data sources a manual researcher would use, but doing so at a scale and consistency that transforms what is operationally possible. This is not a matter of replacing human judgement, it is a matter of making comprehensive alumni research viable in the first place.

Without AI at specific stages of our system, the service we provide would either be prohibitively slow, substantially less thorough, or both.

### **Where it is used**

We employ large language models (LLMs) at several carefully defined stages within our system. AI is used only where it is functionally necessary—that is, where removing it would materially degrade the quality or feasibility of the output. It is not used unnecessarily, and it would in many cases be less effective, not merely less efficient, to substitute manual research at these specific stages.

The key stages at which AI is employed include:

- Data interpretation and synthesis. When processing publicly available information about alumni at scale, LLMs are used to interpret unstructured text, such as professional profiles, new articles, and company announcements, and extract relevant insights. This allows us to identify meaningful information that would otherwise require extensive manual reading and summarisation.
- Entity resolution. One of the more technically complex challenges in alumni research is correctly confirming whether two references to a person across different sources refer to the same individual. Our AI-assisted approach processes a high volume of different sources and cross-references identifying features—such as name, employer, and location—at a speed and breadth that outperforms manual research. This reduces misattribution and improves the reliability of the profiles we produce
- Output structuring. AI is used to organise and present findings in a clear, consistent format, with full source references provided. This ensures that our clients can, should they wish, carry out manual verification of any data provided.

As noted in our Privacy Policy, we are aware of the potential for "hallucinations": instances where an AI model generates plausible-sounding but inaccurate information. We take all appropriate technical and procedural measures to reduce the likelihood of this occurring. These include prompt design controls, output validation steps, and the provision of verifiable references for all material claims, so that any output can be independently checked.

### **Privacy/data protection**

The use of AI does not alter our fundamental obligations under data protection law, and we take those obligations seriously. All AI processes within our system are designed to

operate in a manner consistent with applicable legislation, including the UK GDPR and any other relevant frameworks.

For full detail on how we retain privacy and data protection compliance, how we handle personal data, and how our use of AI aligns with current legislation and best practice, please consult the AlmaReach Privacy Policy.

### **Review and Accountability**

This policy is reviewed periodically to ensure it remains accurate and reflective of our current practices. As AI technology and the regulatory landscape continue to evolve, we are committed to updating our approach accordingly. Any material changes to how we use AI will be reflected in an updated version of this policy—this will then be shared with our clients.

Questions about this policy or our use of AI can be directed to us by emailing [support@almareach.co.uk](mailto:support@almareach.co.uk).

**Policy last updated on February 17th 2026.**