



AI Policy



INTRODUCTION

GJE is an industry leading, innovative firm and we are proud to embrace the latest digital technologies and we do so in a manner that is aligned with our core values. Generative Artificial Intelligence (AI) has the potential to rapidly transform professional services. In much the same way as the technology is developing at an incredibly rapid pace, our approach is also changing accordingly. Although our use of the technology will adapt and change over time, there are some principles that remain constant.

We believe that IP can make our clients' businesses stronger and more successful. The proper and appropriate adoption of AI has the ability to support that philosophy. At GJE we work with you to develop strategies that help to make the most from your IP and, where appropriate, we will use AI to support those aims, for example to improve our technical understanding; client service; efficiency; and, work product quality. We aim to be a seamless extension of your team and we use AI as a part of that team to help us fit our clients' needs (rather than asking our clients to adapt to us).

GOVERNANCE

AI is understood as an umbrella term for a range of algorithm-based technologies that perform tasks which would normally require human thinking. This policy sets out our approach to AI, in particular Generative AI, and our obligations to our clients in its use. The document is intended to be read in conjunction with our Terms of Business (e.g. section 11) and Privacy Policy (e.g. section 4). We maintain a separate internal AI policy, document retention policy and acceptable IT usage policy.

Our use of AI is understood to be fully compliant with evolving regulatory requirements and industry norms and standards. For example, our European patent regulator, the Institute of Professional Representatives before the

European Patent Office (EPO), has issued [guidelines](#) on the use of Generative AI in the work of patent attorneys. Similarly, our UK regulator, the Intellectual Property Regulation Board (IPReg), has issued an AI interim policy [statement](#).

GJE WORK PRODUCTS

GJE work products can be thought of as our "professional output", such as our written advice and other communications. The work products GJE produce originate from the skills and experience of the GJE team. Any AI-generated output will, in each instance, be thoroughly checked and reviewed by a member of GJE staff who has an appropriate level of training and experience.

CLIENT DATA PRIMACY

Whenever you trust GJE with your data and information you do so with the trust that we will look after that data and treat it with the utmost care. This trust is fundamental to our culture and you can rest assured that we will always treat information about your business and/or affairs as confidential in accordance with clause 17 of the Terms of Business and we will never expose our clients, or their rights, to any unnecessary risk. This includes working to ensure that your confidential information is:

- not made available to other clients;
- not used to train, retrain, or improve AI models;
- not used to improve any third-party products or services without your permission or instruction;
- not made available publicly or outside of defined confidentiality agreements;
- only used with secure, enterprise-grade services contractually bound by at least the same confidentiality and security principles we uphold.



We ensure that third parties do not retain client data inappropriately and comply with all relevant data protection regulations and guidelines. For more information, please refer to our Privacy Policy.

APPROVED TOOLS

GJE may choose to approve the use of selected AI tools by contracting with third party AI services, for example M365 Copilot and Azure OpenAI models and resources. In order for an AI tool to be approved for use, GJE undertakes a process of due diligence to identify the risks and benefits to our clients, including having regard to data protection, confidentiality and legal privilege. The due diligence involves proper testing and evaluation. A list of approved third-party tools is maintained by the GJE Managing Committee.

SOURCE VERIFICATION

Information generated by AI tools must be treated with caution having regard to its potential inaccuracy. It is always verified carefully against one or more other (non-AI) sources. Such sources may include information published in patent applications, by scientific/technical institutions, by organisations and businesses operating in the relevant field, and technical journals.

FEES

We ensure that our fees accurately reflect the time, resources and effort a task that using AI tools for takes.

CONSENT AND TRANSPARENCY

While we believe that the use of AI as part of our team has the potential to demonstrate real value to our clients, we understand that some may not wish for certain tools to be used on their matters.

You may notify us by emailing dataprotection@gje.com or your primary contact if you do not want us to use certain tools in the delivery of the work and you acknowledge that this may impact service levels, such as the timescale, cost and conduct of the matter.

We encourage our staff to engage with our clients in proactive conversations about the use of AI on their matters and we are committed to openness with our clients about our use of digital technology. If you wish to know more about our use, please get in touch with your primary contact who will provide you with further information and can answer any questions you have.

INCIDENT RESPONSE AND REPORTING

In the unlikely event that you notice an AI-related issue occurring, (e.g., erroneous suggestion, data leak, system error), or if you have a complaint about any aspect of our service, you should first raise it with the person with whom you normally deal. If the result of this is not satisfactory or you are unable to do so, then you may pursue the complaint using our Complaints Procedure which can be found on our website at www.gje.com/complaints-policy.

CONCLUSION

At GJE we believe it is important to be at the forefront of industry innovation and leadership. Historically this has always been a core part of our philosophy stretching back to the early days of computer-based annuity payments and IP Management Systems. However, such innovation and leadership should only be adopted where it is in the best interest of our clients and not merely for the sake of it. This is fundamental to the way we do business and the adoption of AI technologies will not change this approach.