

## QAI QA GROUP ARTIFICIAL INTELLIGENCE FAQs

These QA Artificial Intelligence FAQs are applicable to the QA Group, including but not limited to QA Limited, QA USA, Inc. and QA Higher Education (“**QA Group**”).

It is our objective to ensure use of AI within the QA Group is in line with regulation, legislation and global best practice.

This means our use of AI must seek, amongst other priorities, to be transparent, explainable, robust and safe and secure in order to deliver the highest and best services and content to our valued clients.

It is our hope that these FAQs will help our clients, learners and other interested third parties intuitively understand how we as an organization are embracing artificial intelligence as a mechanism to provide a unique learning experience for our clients, learners and students that cannot be replicated.



### 1. How is the use of AI governed in QA?

- Use of AI within the QA Group must be in line with the QAI ethical principles, which are compliant with the OECD AI principles and applicable laws.
- Any personal data used within AI must be compliant with the ICO’s data guidelines.
- We have a cross-functional AI Governance Committee that meets at least once a quarter which analyses and evaluates our use of AI within the QA Group.

### 2. What AI do we use?

- Both generative AI (“**Gen AI**”) and traditional AI (“**Traditional AI**”) collectively referred to as “AI”.
- **Gen AI** is learning models that can generate high-quality text, images, and other content based on the data they were trained on. Examples: Chat GPT, QA’s Lab Assistant and QA’s Learning Assistant.
- **Traditional AI** usually refers to standard AI such as Machine Learning models. Examples: Smart Assessments and the Content Recommendations where we use users' consumption and the exam questions' for support the features.

### 3. How does QA use your data in AI products or features?

- QA Group uses data on users’ interactions on our platforms (“**Platform Data**”) to interact with Traditional AI.
- This Platform Data helps our Traditional AI to help develop, improve, and provide our services.
- All data used in our Traditional AI products or features is sought to be anonymized prior to any use, subject to security protections.

- QA Group uses data in our Gen AI features, such as chat history, for internal business purposes, to ultimately provide our services to you and indeed a better, and more high quality and bespoke user experience. These purposes include, but are not limited to, ensuring compliance with terms of use; for partners, such as exam bodies; and to help develop, improve, and provide our services.
- For the avoidance of doubt, any content, materials, answers or other collateral which is inputted by a learner into our Platform is **not** integrated into Gen AI.
- We have various processes and procedures in place to seek to ensure that content inputted, and output generated by the Gen AI comply with our QAI ethical principles, applicable law and/or guidance issued, for example that the Gen AI outputs are fair and representative.

#### **4. What does QA do with client content uploaded onto QA platforms?**

- If a client uploads content to the platform for use by themselves or their company's users, our Traditional AI will analysis this content to personalize the experience for the client and its users in order to support their learning journeys. Clients may request that their uploaded content be excluded from the personalized experience.
- All use of any client content is limited to the client or the client's company and its users only.

#### **5. Can QA ensure that our users of their AI products or features do not input or include any of our confidential or proprietary information in the AI?**

- We cannot fully oversee what our client's and/or their users input into our Platform or any of our AI products. Client's and user's interactions and content inputted into our AI products and features is entirely at their own risk and liability.
- Clients will need to ensure that they have policies and procedures in place which govern what their users of our AI may input into our AI models.

#### **6. What if a client does not want to use a certain AI product or features in our services?**

- Certain AI products and features can be turned off for clients, such as our Lab Assistant, but others are core for the features within the platform and/or services, for example Smart Assessments.
- However, turning off any of our AI products and features may affect the learning journey of the client and their users as it is limiting the services in which QA are able to provide. We want you to have the highest and best service so we hope you permit us to use AI to accentuate your learning experience and deliver value to you.

For further details please refer to our Terms and Conditions, which can be found here: <https://www.qa.com/legal-privacy/>.