



Our Approach to AI

Statement of Position on the Use of Artificial Intelligence (AI)

Artificial Intelligence (AI) is becoming increasingly present in everyday life and is now used in almost every industry. The Rock Choir Team understands that AI can be a useful tool when used responsibly, thoughtfully and with clear human oversight.

At Rock Choir, we actively use AI for both creative and administrative purposes. This may include supporting research, organising ideas, improving workflow and timetabling, drafting internal notes and developing concepts. We may also use it to assist with exploring creative ideas, early-stage thinking, idea development, inspiration and editorial support. However, final creative decisions, content direction and brand judgement always remain with our team.

Used effectively, AI can help us to work more efficiently and in turn, will give the team more time to focus on creating the best experience for our members. We therefore approach AI as an effective tool in which to support and elevate the Rock Choir experience but not as a replacement for human creativity.

- The Rock Choir Team