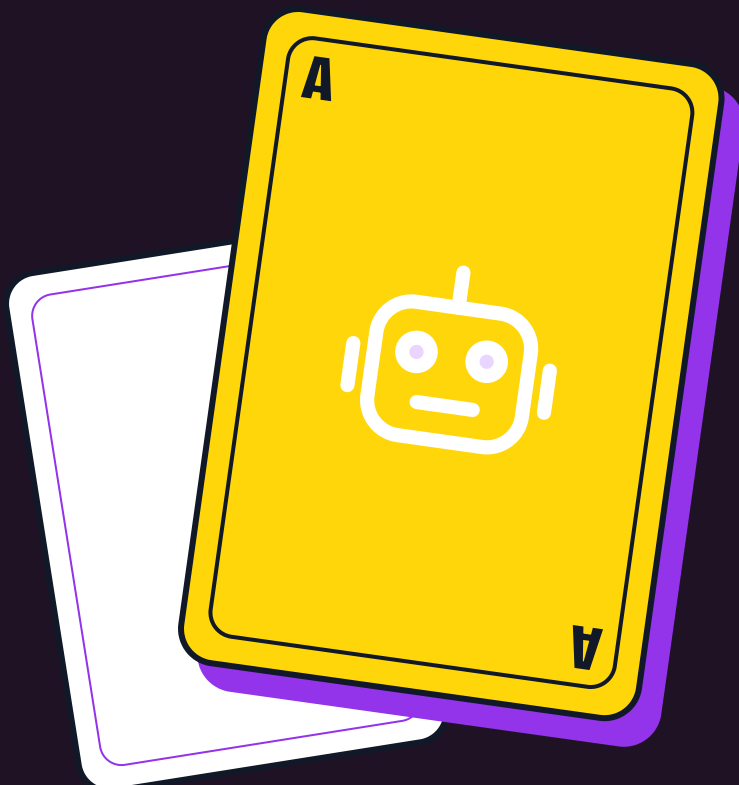


STEP-BY-STEP GUIDE · AI

AI IS A TOOL, NOT A REPLACEMENT: HOW TO USE IT SAFELY

AI can save you hours, but it doesn't know your customers, your standards or the facts of your business. The businesses that get the most from it treat it like a keen new assistant: great at first drafts, always checked, never left in charge. People still like buying from people.

By **Jack Easterbrook** 8 steps 8 min read Updated September 2026



BEFORE YOU START

- ☐ A list of the AI tools you and your team already use
- ☐ A rough idea of what you use them for
- ☐ Your privacy policy, as you may need to update it
- ☐ About 20 minutes

Good to know: What AI is: a tool, an assistant and a productivity boost. What it isn't: always correct, something to trust blindly, or a replacement for you.

THE STEPS TICK EACH ONE OFF AS YOU GO

1

Decide what AI can and can't do

Write a short list. Jobs AI can help with: drafts, summaries, ideas. Jobs that stay human: pricing, advice to customers, final approvals and anything legal or financial.



2

Always check the facts

AI can give confident answers that are simply wrong, often called hallucinations. Check every fact, figure, price, date and link before anything goes public.



3

Keep customer data out

Don't paste customer names, contact details or anything confidential into a personal AI account. Google itself asks Gemini users not to enter confidential information they wouldn't want a reviewer to see.



4

Check your settings

On personal ChatGPT accounts, chats can be used to train models unless you turn off "Improve the model for everyone" in Settings, then Data controls. ChatGPT Business and Enterprise don't use your content for training by default.



5**Keep your voice**

Edit every AI draft until it sounds like you, and add your real stories, jobs and opinions. That's the part competitors can't copy.



DONE

6**Add value, don't just add pages**

Google is fine with AI-assisted content that's genuinely helpful. Churning out lots of pages without adding value can break its spam policy on scaled content abuse.



DONE

7**Be open where it matters**

If a customer is chatting with a bot, say so and make it easy to reach a person. Never use AI to write reviews or testimonials.



DONE

8**Review it regularly**

Every few months, check what your team uses AI for, what's working and whether anything needs tightening up.



DONE

WHY AI GETS THINGS WRONG

AI chat tools predict the most likely-sounding answer. OpenAI's own research explains that the way models are trained and scored rewards guessing over saying "I don't know". That's why AI makes a brilliant assistant and a risky decision-maker. Your knowledge, judgement and relationships are what customers are really paying for.

BEST-PRACTICE TIPS

A**Treat it like a new starter**

Brilliant at first drafts, needs supervising, never signs anything off.

K**Name a human sign-off**

One named person approves anything AI-assisted before customers see it.

0

Use business accounts

If your team uses AI a lot, a business plan gives you admin controls and stronger data protection.

J

Write it down

A one-page AI policy for your team beats everyone guessing.

10

Stay human with customers

Use AI behind the scenes and keep your customer conversations personal.

9

Keep learning

Tools change fast. Our free monthly workshops at the hive cover what's new.

QUESTIONS, ANSWERED

Will AI replace my team?

So far it's much better at speeding up tasks than replacing people. The ONS found that rising AI use hasn't yet led to widespread changes in headcount at UK businesses.

Does Google penalise AI-written content?

Not for being AI-written. Google cares whether content is helpful and accurate. Mass-producing low-value pages is what breaks its rules.

Is it safe to put customer data into ChatGPT?

Not into a personal account. If you need AI to work with personal data, use a business plan, check the provider's terms and your UK GDPR obligations, and mention it in your privacy policy.

Should I tell customers I use AI?

Be open wherever it affects them directly, such as a chatbot or AI-generated images. For behind-the-scenes drafts that you check and edit yourself, labelling every email isn't necessary.



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The online version of this guide, with any updates, is at jaedigital.co.uk/advice/ai-tool-not-replacement/.

got stuck? no shame in it

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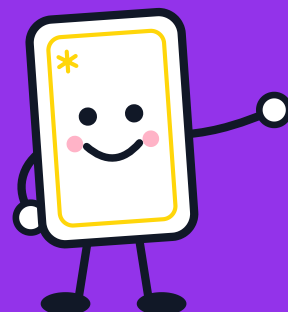
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