Client-facing AI statement

Our approach to artificial intelligence

Oceans Blue Limited ("Oceansblue") uses artificial intelligence (AI) as part of our commitment to innovation, efficiency and continuous improvement. AI supports a range of activities across our business, including software development, analysis, research, content creation and the delivery of certain data-driven services.

Using AI also brings important responsibilities. Our approach is built on human accountability, information security, confidentiality, accuracy, appropriate transparency and responsible use of data.

Where our internally controlled predictive technology generates information for NHS customers, its purpose is to provide guidance and support human decision-making. It is not intended to replace appropriate human judgement, or to independently determine significant actions affecting an individual.

Some features use Amazon Nova AI models, run by Amazon Web Services in its London region, to write plain-English summaries of figures we have already calculated. These models receive do not receive staff names, and Amazon does not store the information or use it to train its models.

We maintain controls over the information that may be provided to external AI systems, and we distinguish those systems from AI technology operated within our own approved technical environment and from approved hosted AI services run for us under a data processing agreement.

We require our people to use approved tools and accounts, review AI-assisted work where appropriate, protect confidential and personal information, and complete AI awareness training.

Where AI plays a significant role in a service or decision affecting individuals, we aim to be appropriately transparent about that use.

Questions about Oceansblue's use of artificial intelligence may be directed to Keith Elkin, Director and Data Protection Officer. Technical questions may also be referred to Greg Bull, Director.