How We Use AI

Our approach

At Roberts & Co, we use artificial intelligence (AI) to help our team work more efficiently, but people, not machines, look after you. Every message, listing and piece of advice you receive from us has been checked by a member of our team, who takes responsibility for it.

We want to be open about how we use these tools and how we protect your information when we do. This page explains what that means for you as a buyer, seller, landlord or tenant.

How we use AI

We use AI tools to help with everyday drafting and admin, so our team can spend more time with you. For example, AI may help us to:

- Draft emails, letters and updates, which we then personalise and check before sending
- Write first drafts of property listings and social media posts
- Enhance property photos and videos, such as adjusting lighting, replacing an overcast sky or tidying away clutter
- Organise and analyse general information to support our work

Where possible, we use business-grade tools that come with stronger data protection, such as Microsoft Copilot within our Microsoft 365 licence and professional photo editing software. Any new AI tool must be approved by our management team before it is used for company work.

A person is always responsible

AI supports our team; it does not replace their judgement. A member of staff reads and checks everything AI helps to produce before it reaches you, and they remain responsible for it.

We do not rely on AI to make decisions about you. Advice on pricing, offers, negotiations, tenancies, legal requirements and any complaint or sensitive matter comes from our team, not from an AI tool.

Protecting your personal information

Our team must never enter your personal details or confidential information into free AI tools. Free tools may store what is typed into them and use it to train their systems, so we treat them as if anything entered could become public.

When we use AI to help with a task about your property or your move, we remove anything that could identify you first, and add your details back ourselves afterwards.

What we keep out of free AI tools	What AI may see instead
Your name, email address and phone number	No personal details at all
Your full address or postcode	A broad description of the area, such as "a village near the town centre"
Offers, prices under negotiation and fees	General market wording with no live figures
ID documents, bank details and anti-money laundering checks	Never shared with any AI tool
Contracts, tenancy agreements and financial information	Templates with all details replaced by placeholders
Complaints, disputes and personal circumstances	General questions about tone or structure, with no facts of the case

Photos, floor plans and videos of your home can show addresses, vehicle registrations, people, valuables and the layout of your property. We only edit them with AI inside the paid, professional platforms we use, and never upload them to free AI tools.

Where senior team members use paid business AI tools, they use company-approved accounts only, with settings that stop our inputs being used to train the tool. They share only the information a task needs, remove names and contact details wherever possible, and delete files and chats once the task is done where the tool allows it.

All of this sits alongside our obligations under UK GDPR. You can read more about how we handle your data in our Privacy Notice.

Accurate, honest information

AI tools can sound confident while being wrong, so we check every fact before we rely on it or pass it to you. We take particular care with:

- Legal and regulatory points, such as tenancy law, deposit rules and material information requirements
- Figures, such as stamp duty, prices, fees and dates
- Property details, such as room sizes, tenure, council tax band and EPC rating

We check these against official sources, such as GOV.UK and Propertymark, our own records, or with an experienced colleague.

Property descriptions are checked against floor plans, EPCs and our own notes, and anything we cannot confirm is removed. Edited photos and videos must still show the property accurately. We do not use AI to remove or hide permanent features or defects, such as damp, cracks, pylons or neighbouring buildings.

Questions and concerns

If you have any questions about how we use AI, or would prefer we did not use it for something involving you, please get in touch. We will be happy to explain or adjust how we work with you.

If you ever think information about you may have been shared in a way it should not have been, please tell us straight away so we can look into it promptly.

Contact: hello@roberts-estates.co.uk · 01772 746100

36e Liverpool Road, Penwortham, Preston, PR1 0DQ

Changes to this policy

AI is developing quickly, and we will review this policy as our use of it changes. Any updates will be published on this page.

www.roberts-estates.co.uk

Preston & South Ribble Branch
36E Liverpool Road, Penwortham
Preston, Lancashire PR1 ODQ
01772746100
hello@roberts-estates.co.uk

www.roberts-estates.co.uk Preston & South Ribble Branch 36E Liverpool Road, Penwortham, Preston, Lancashire PR1 0DQ 01772 746 100 hello@roberts-estates.co.uk Roberts & Co Estate Agents is a Trading Name of Roberts & Co Sales & Lettings Limited Roberts & Co Sales and Lettings Limited is registered in England Company No. 08183790 Registered Office Address: 96 High Street, Garstang, Preston, Lancashire, England, PR3 1WZ