Westway

By Appointment to His Majesty The King

Westway Artificial Intelligence Policy 2026

Acceptable Use and Risk Management

Westway Coach Services recognises that artificial intelligence can provide useful support across the business when used responsibly. This includes AI-enabled technology within our Samsara telematics and camera systems, as well as approved AI tools used by office employees to support drafting, research, summarising information and administrative tasks.

This policy sets out how AI may be used at Westway, the information that must not be shared with AI systems, how outputs must be checked, where human judgement and approval remain essential, and how AI-related risks or concerns are reported and managed. AI is used to support our employees, not replace professional judgement or make autonomous high-risk decisions.

1. AI currently used at Westway

AI use	Purpose	Human control
Office support	Helping draft newsletters, staff notices and emails; improving wording; structuring policies and evidence documents; summarising internal information; creating first drafts for presentations and posters.	A Westway employee reads the final version, checks the facts against our own records and makes any changes needed before it is issued or relied upon.
Samsara	AI-enabled cameras and telematics help identify driving events and trends for safety, coaching, incident review, idling, efficiency and recognition of good or improving performance.	Footage and data are reviewed by a senior member of Westway staff. An alert or score is not treated as the final answer alone.

2. Acceptable use

AI may be used as a support tool for tasks such as:

- Drafting or improving emails, newsletters, policies, reports and internal communications.
- Summarising information, organising notes and helping structure documents or presentations.
- Research support, provided important facts are checked against reliable or original sources.
- Creating ideas for training, customer service, sustainability and business improvement.
- Using Samsara data and AI-enabled safety features to support coaching, safer driving, incident review and efficient vehicle operation.

3. Information that must not be entered into public AI tools

Employees must use their own judgement and keep information to the minimum necessary. Unless an approved secure process is in place, do not enter or upload:

- Passwords, login credentials, bank details, payment-card information or security codes.
- Unnecessary personal or sensitive information about employees, passengers or customers, including medical or HR information.
- Passports, driving licences, DBS information, identification documents or other sensitive records.
- Raw CCTV, dash-camera or Samsara footage, or other personal data captured by vehicle systems.
- Confidential customer itineraries, security arrangements, contracts, pricing or commercially sensitive information.
- Any information that Westway would not be comfortable sharing outside the business.

4. Checking AI outputs

AI can produce information that sounds confident but is incomplete, out of date or simply wrong. Nothing important should be accepted only because an AI tool has produced it.

- Check names, dates, figures, calculations and factual claims before use.
- For legislation, DVSA guidance, employment matters, safety, contracts or compliance, check the original or official source.
- For sustainability or Royal Warrant evidence, make sure every claim reflects what Westway has genuinely done and can

evidence.

- Read customer-facing material before sending it and make sure the tone, facts and commitments are appropriate.
- If the output does not look right, do not use it until it has been checked.

5. Human approval is always required

AI may support a decision, but it must not make higher-risk decisions for the business. An experienced employee or manager must make and approve the final decision in areas including but not limited to:

- Recruitment, disciplinary action, pay, promotion, performance management or other employment decisions.
- Passenger, vehicle or road-safety decisions.
- Customer complaints, compensation, legal positions or insurance matters.
- Compliance decisions, including drivers' hours, DVSA requirements and vehicle operation.
- Public sustainability claims, tenders, formal policies or other important company statements.

Samsara and employee decisions: Samsara information may be used to identify events on the road, trends and areas for coaching or recognition. Relevant footage and data should be reviewed by a person and considered in context. AI alerts or scores should not, on their own, determine disciplinary or other significant employment outcomes.

6. Fairness, privacy and responsible monitoring

AI and monitoring technology must be used fairly and proportionately. Employees should understand the purpose of systems used in their work. Where Samsara information is reviewed, the aim is to support safety, coaching, improvement and evidence-based investigation, rather than relying on automated monitoring without context.

Westway will not use generative AI to make assumptions about protected characteristics, health, personal circumstances or an employee's suitability for employment. Where personal data is involved, existing data-protection, confidentiality and access controls continue to apply.

7. Data protection and cybersecurity

- Use only AI tools and accounts that are appropriate for the task and permitted by the business.
- Do not bypass company security controls or copy restricted information into an AI tool for convenience.
- Limit personal data to what is genuinely necessary and use anonymised information where practical.
- Treat unexpected AI links, files, prompts or requests for credentials with the same caution as other cybersecurity risks.
- If unsure whether information can be used with an AI tool, check with management first.

8. Reporting concerns or incidents

Any employee who becomes aware of an AI-related concern should report it to their manager or the office team as soon as possible. Examples include:

- Confidential or personal information being entered into the wrong AI tool.
- An AI-generated document containing a material error that has been shared or relied upon.
- Concern that an automated alert, score or AI output has been interpreted unfairly or without context.
- Suspicious links, files, access requests or other cybersecurity concerns connected with an AI service.
- Any use of AI that could affect safety, customers or employees in a way that has not been properly reviewed.

The concern will be reviewed, any immediate risk contained and appropriate corrective action recorded. Serious data-protection or cybersecurity incidents will follow the relevant Westway reporting and escalation process.

9. Key AI risks and controls

Risk	What could happen	Westway control
Confidentiality	Sensitive company, customer or employee information is entered into an unsuitable AI tool.	Restricted information must not be entered unless an approved secure process exists.
Accuracy	AI produces incorrect, outdated or misleading information.	Human review and source checking before important use.
Over-reliance	An AI score or output is treated as a final answer.	Human judgement remains responsible for decisions and conclusions.

Risk	What could happen	Westway control
Fairness	AI-supported information is used without considering context or individual circumstances.	Relevant data and evidence are reviewed by a person; significant employment decisions require human approval.
Cybersecurity	AI services or generated content introduce links, files or access risks.	Normal cybersecurity controls apply and concerns are reported promptly.
Reputation / claims	AI creates wording that overstates Westway activity or makes unsupported claims.	Final material is checked against evidence and approved before publication or formal use.

10. Review and responsibility

Managers are responsible for making sure AI is used appropriately within their areas. Employees remain responsible for the work they produce, even where AI has helped prepare it. Westway will keep this guidance under review as AI technology, legislation and the way we use these tools develop.