

GWI AI Charter

Supporting our clients to use our products



At GWI, we help businesses make faster, smarter decisions in an intelligent world. We combine globally representative and proprietary data with AI that surfaces, interprets, and explains human insights.

Trust and transparency sit at the heart of how GWI works. That means taking a responsible approach to how we use AI across our products.

This AI Charter sets out our commitment to responsible, human-centred AI, and explains how we promote transparency, fairness and accountability.

Our AI mindset at GWI

Human insights, amplified by AI

AI in GWI products exists to surface, interpret, and explain GWI’s human insights. We design AI to handle scale, pattern recognition and speed, so you can focus on judgment, interpretation and decision-making.

Purposeful AI

We use AI only where it creates real, measurable value. If AI does not improve clarity, usefulness or outcomes, we don’t ship it. Novelty, automation for its own sake, or unnecessary AI features have no place in GWI products.

Built-in, not bolted on

AI is embedded in GWI products, not layered on as an optional extra. From discovery to insight delivery, AI is designed as a natural part of how GWI products work, with clear transparency in use.

Responsible, trustworthy and adaptive

We deploy AI ethically, transparently and with care for human impact. Our AI always has human oversight, and we actively guard against bias, over-reliance, and opacity.

We set clear expectations for appropriate and prohibited uses of AI features, and our approach to AI is transparent and publicly available. We continuously improve our systems as knowledge, data, and expectations evolve.

Accuracy, fairness and unbiased

GWI’s products are built exclusively on GWI’s own first-party research data and do not incorporate external, third-party or scraped data. Our data is collected through large-scale, privacy-compliant online surveys with representative sampling, interlocking quotas, and robust weighting frameworks aligned to trusted benchmarks. This ensured that all parts of the population are included in the data and there are no under-represented groups.

We apply rigorous quality controls across panel sourcing, fraud prevention, data cleaning and validation, with ongoing monitoring to identify and correct potential bias. Our AI relies on our trusted data and clients can trust that outputs reflect transparent, methodologically sound research rather than opaque or uncontrolled data sources.

Trust and safety

GWI’s use of AI complies with applicable laws and we maintain clear, publicly available positions on intellectual property, accountability, and responsibility for AI inputs and outputs. Our approach to privacy and security safeguards is also publicly available in our [AI FAQs](#).

These measures are designed to protect individuals, clients, and GWI’s data assets while enabling responsible innovation.

Benefits of AI



Better decision-making

AI strengthens insight by combining scale, speed and analytical consistency with human expertise, helping teams move from data to decisions more effectively.



Innovation

AI enables new product capabilities and ways of working that help uncover opportunities, test ideas and stay ahead in fast-moving markets.



Greater fulfilment

By reducing manual effort and repetition, AI creates more space for strategic thinking, collaboration and action.

Our commitment to responsible AI

AI technologies will continue to evolve, and so will our products. GWI is committed to developing and using AI in a way that is responsible, transparent and worthy of your trust.

Together with our clients, we use AI to reduce guesswork, unlock deeper understanding, and keep human insight at the heart of every decision.

We will continue to:

-  Design AI with human oversight at its core
-  Prioritise privacy, security and ethical use
-  Communicate clearly about how AI is used in our products
-  Ensure AI enhances insight, clarity, and confidence