



Transform[®]

AI Utilization and Data Privacy in Coaching

Principles and Guidelines
Version 1.1. Date Aug 1. 2024

Overview

This document provides an overview of how and why Transform leverages AI and ensures Data Privacy in coaching.

Note: in this document, the words “client” refers to the contractual business partner whose colleagues and stakeholders a Transform Management Consulting appointed coach is going to coach, while “coachee” “you” or “your” refer to the individual taking the coaching session.

Purpose

This document outlines the policy and guidelines for the use of Artificial Intelligence (AI) within the Humanizing Growth Platform by Transform Management Consulting, focusing on how AI aids both coaches and coachees, and detailing the protocols for handling confidential data. This document serves to ensure transparency, trust, and security in the AI-powered coaching process.

1. Introduction

AI has become an integral tool in enhancing the coaching experience, enabling personalized development plans, efficient matching of coachees and coaches, and improved session outcomes. While AI offers numerous benefits, it also necessitates stringent measures to protect confidentiality and data privacy.

2. AI-Driven Enhancements for Coachees and Coaches

AI on the Humanizing Growth Platform by Transform Management Consulting provides several enhancements:

- a) **Session Recordings and Transcriptions:** AI facilitates the recording and automatic transcription of coaching sessions, allowing both coachees and coaches to revisit and analyze key moments, improving understanding and facilitating better outcomes.

- b) **Intelligent Matching:** AI algorithms assess coachee and coach profiles, matching them based on skills, needs, and preferences to ensure the most effective partnerships.
- c) **Automated Administrative Tasks:** AI handles scheduling, note-taking, and data management, freeing coaches to focus more on their coachee interactions.
- d) **Personalized Development Plans:** AI helps create tailored coaching plans by analyzing coachee data, setting goals, and tracking progress over time.

3. Confidential Data Handling

Given the sensitive nature of coaching data, stringent measures are in place to protect privacy:

- a) **Data Encryption:** All data, including session recordings and transcripts, is encrypted both at rest and in transit using industry-standard encryption protocols as per the technology provider's features. The Humanizing Growth Platform is built using Amazon Web Services (AWS).
- b) **Access Control:** Access to session data is restricted to coach. Upon explicit request by the coachee the coach will download and send you the recording. Note. The recording will not be shared with any third party as coaches are bound by strict confidentiality agreements.
- c) **Anonymization:** Where possible, personal identifiers in data are anonymized to further protect privacy. When and where trends and patterns are developed and shared with the client, anonymized data is used only.
- d) **Opt-In Assurance:** You will have the option to start recording to take advantage of the AI-driven analysis features.
- e) **Opt-out Assurance:** You must explicitly stop recording to opt-out from session recordings and AI-driven analysis features.

4. Session Recording and Review Protocol

To enhance coaching effectiveness while respecting privacy:

- a) **Coachee Consent:** Coachees must give explicit consent before any session is recorded. Starting recording by Coachee is considered as the explicit consent given.
- b) **Review and Feedback:** Coaches and coachees can review session recordings and transcripts to identify key areas of improvement. This review process is designed to be fully confidential, with the data being used solely for enhancing the coaching experience.
- c) **Storage and Retention:** Session recordings and transcripts are stored securely and retained only as long as necessary for the purposes for which they were collected. Coachees can request deletion of their data at any time, in accordance with applicable data protection regulations.

5. AI in Decision-Making

AI plays a supportive role in decision-making within the coaching process:

- a) **Recommendations:** AI may provide recommendations for coaching strategies, potential areas of focus, or resources based on data analysis. However, final decisions always rest with the human coach, ensuring that the personal and empathetic nature of coaching is preserved.
- b) **Bias and Fairness:** The AI algorithms used are regularly audited to ensure they are free from biases and provide fair and accurate recommendations for all users.

6. Data Privacy and Security

Transform Management consulting is committed to maintaining the highest standards of data privacy and security:

- a) **Compliance with Regulations:** The platform adheres to relevant data protection regulations or other applicable laws. Regular audits and assessments are conducted to ensure compliance.
- b) **User Rights:** Coachees have the right to access their data, request corrections, and withdraw consent for data processing at any time. Contact info@transform.com.sa
- c) **Incident Response:** In the event of a data breach, Transform Management consulting will promptly notify affected users and take immediate action to mitigate the impact.

7. Ongoing Monitoring and Improvement

The use of AI in coaching is continuously monitored and improved to ensure it meets the evolving needs of coachees and coaches:

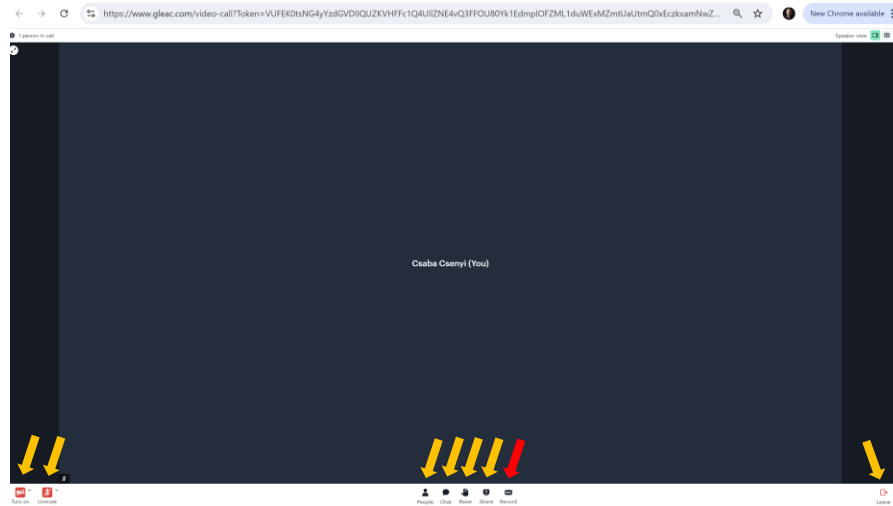
- a) **User Feedback:** Regular feedback is sought from both coachees and coaches to improve the AI tools and address any concerns related to data privacy or AI recommendations.
- b) **Technology Updates:** The AI systems are regularly updated to incorporate the latest advancements in technology and security, ensuring they remain effective and secure.

8. Reference to Other Documents and Integrity

In addition to this policy document, several other documents govern various aspects of data management, handling, and cybersecurity within the humanizing Growth Platform by Transform Management Consulting. Each of these documents is integral to ensuring that all data is handled in accordance with legal requirements and industry best practices. It is essential that all stakeholders familiarize themselves with these documents as they collectively contribute to the comprehensive protection of coachee information and the integrity of the platform's operations.

9. The Session

The conferencing tool is designed to be simple and sleek minimizing distraction and increasing focus. The following are the function buttons that you will find on the screen:



- Turn your camera on and off – Click the “**Camera**” icon in the bottom left corner
- Mute or unmute yourself – Click the “**Mute/Unmute**” in the bottom left corner
- Check the number of attendees – Check the number next to the “**People**” icon
- how many people
- Chat with your coach – Click the “**Chat**” icon, using the pop-up window
- Raise your hand – Click the “**Hand/Raise**” icon. Click again to un-raise your hand
- Share your screen – click the “**Arrow/Share Screen**”: icon
- Record the session – Click the “**REC Record**” icon to record the session. Click “**Stop**” button to stop recording
- record the call. **Note that the sessions are not recorded by default.**
- Leave the meeting – Click the “**Leave**” icon in the bottom right corner

10. Opting in for Recording

The recording is designed to maximize the insights and personalization of your development journey using an AI assistant.

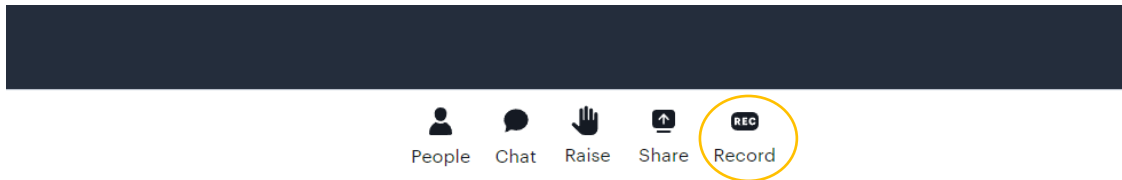
The sessions are not recorded by default. Should you opt to record the session to leverage the capabilities of AI, you need to start the recording. Starting the recording expresses your explicit consent to and acknowledgement of the Privacy Policies of Transform.

Note:

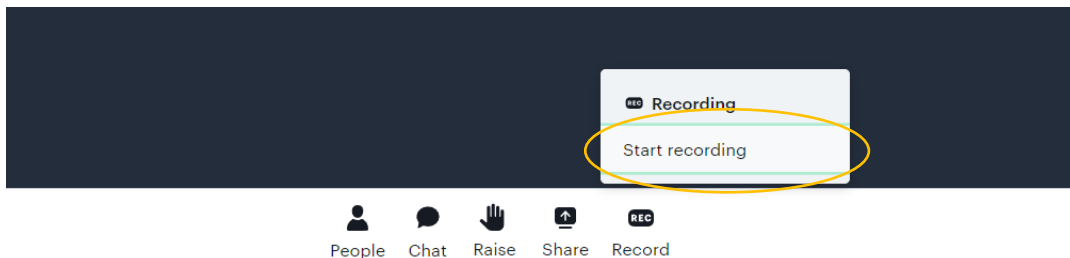
- The recordings are not shared by any third party and kept in the secure environment of the platform.
- Only our coach has the option to re-listen to your session
- Upon your explicit request to your coach, your coach will download and send you the recording but will not share it with anyone else).

12.1. Starting the recording

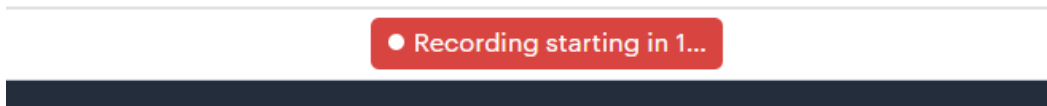
- Click the “**REC Record**” icon



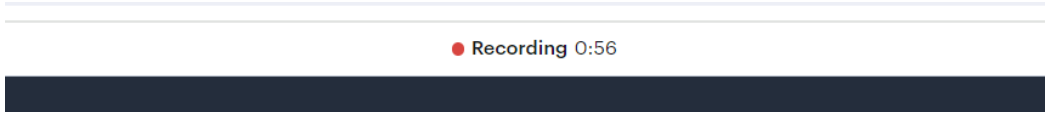
- To start recording the session, click the “**Start recording**” button



On the top of the screen an information bar will pop up to inform you 3 seconds in advance before the recording starts. The system will start countdown.

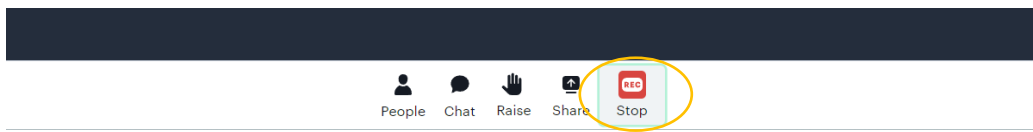


As the recording is in progress, the system alert will remain on, informing you that “recording is in progress”.



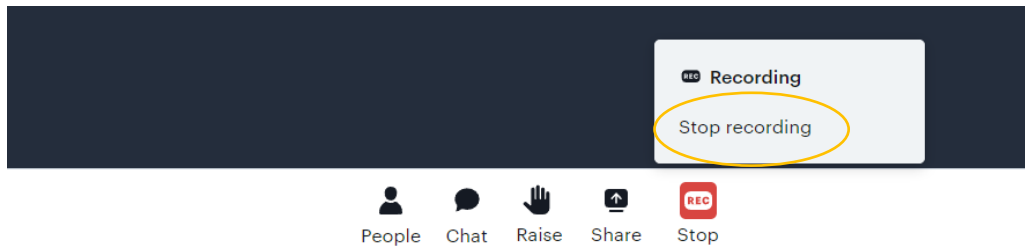
To stop recording, follow the steps below:

- Scroll down to the bottom of the screen
- To stop recording the session, click the “**Rec Stop**” button



The system will request you to confirm your intention to stop recording.

- Confirm your intention by clicking the “**Stop recording**” button



For further information and in case of questions, send an email to HG.Plafrotm@transform.com.sa