

How We Use AI

Artificial intelligence is changing how many businesses work, and you may be wondering what it means for your relationship with your accountant. We wanted to be open with you about it. This is a short explanation of how we use AI, and how we make sure it never comes at your expense.

You'll always deal with a person

Firstly, nothing about AI changes the fact that you deal with real people who know you and your business. When you call, email or sit down with us, you're talking to your human accountant — not a chatbot, not an automated system. The relationship, the advice and the judgement are, and will remain, human. We became accountants to help people, and no amount of technology changes that.

AI plays a supporting role — nothing more

Where we do use AI, it's as a quiet helper behind the scenes for everyday tasks — things like linking your e-mail to your own file with us, tidying up data, converting files, or sourced research — so that we can spend more of our time on the parts that genuinely need a human: understanding your situation, thinking it through, and advising you based on your personal situation.

To put it in perspective, AI is involved in only a very small fraction of the work we do for you — the vast majority of everything we produce is done the way it always has been, by a qualified and experienced member of our team. AI is a tool that helps us here and there; it is not how we do your accounts, your tax or your advice.

Where AI does help, a qualified person is always in charge

On the occasions AI is used, it never has the final word and it never reaches you unchecked. A qualified member of our team reviews and takes responsibility for anything it has helped with, exactly as we would with any other tool. It can be confidently wrong, and catching that is precisely what our experienced people are for. The advice you receive is always our advice: considered, checked, and owned by us.

Your information stays confidential

We do not put your personal or business information into public AI tools. Your name, your company's details, your figures and your documents are kept confidential and kept in accordance with GDPR policy. Protecting your data is a legal duty we take seriously — and it applies to AI exactly as it applies to everything else we hold for you.

Why we use it at all

We could ignore AI entirely, but we don't think that would serve you well. Used carefully, it takes routine work off our hands and allows us to spend it on reviewing and advising instead - answering your questions more quickly, spotting things sooner, and being more available when you need us. That's the point of it for us. Not to do less for you, but to do more of what actually matters.

If you ever have questions

We're always happy to talk about how we work, including this. If anything here raises a question, or you'd simply like to understand more about how we look after your information, please just ask — we'd be glad to explain.