

Thomas Custom Builders AI Statement

Here at Thomas Custom Builders, we embrace the future that's digitally advanced yet profoundly human. When considering our mission of unlocking a world of possibility for those we serve in the context of AI, we remain committed to maintaining a culture of responsibility, transparency, and humanity within a vast landscape. Our AI Policy is built on the ten core principles below that responsibly support the mutual relationship between humans and artificial intelligence, keeping humanity at the heart of our innovative journey. Our vision here is to continue to create and innovate effective marketing solutions with some help from AI, but as allies in our quest to provide the best service to our customers in all we do. As we navigate this exciting world of AI, we are committed to championing responsible AI, maintaining data privacy, fostering creative opportunities, and combating misinformation. We look forward to utilizing the power of AI with the involvement of people guiding our direction and enabling us to create digital marketing solutions that deliver value to our clients.

Thomas Custom Builders' Core Principles of AI:

Responsible AI: We embrace better in all we do, including the conception, development, deployment, and use of AI technologies. We are committed to ensuring that our AI technologies are developed and used responsibly, with a focus on creating value for all our stakeholders, and clients.

Human-Centric Approach: We believe in the power of purposeful curiosity. Our AI technologies are designed to empower and augment professionals, placing humans at the center of our AI journey. We remain committed to exploring with a purpose, ensuring our AI technologies enhance human capabilities rather than replace them.

Human Accountability: We run it like we own it. We assert that humans should remain accountable for all decisions and actions, including those facilitated by AI. We are stakeholders in each other's success, and this includes ensuring responsible AI usage.

Role of Human Creativity: We celebrate the irreplaceable role of human knowledge, experience, emotion, and imagination in creativity here at THOMAS CUSTOM BUILDERS. Our AI technologies are designed to support and amplify this human creativity, not to replace it.

Information Integrity: We are committed to using language, images, and videos to educate, influence, and drive positive change. We ensure that our AI technologies uphold the highest standards of information integrity.

Understanding AI Risks: We explore with purposeful curiosity, prioritizing the understanding of limitations and risks associated with AI. We believe in the transformative power of an idea, and this includes understanding and mitigating the risks of AI.

Transparency and Trust: We believe in the importance of transparency in data collection and AI usage to maintain trust. We run our AI technologies like we own them, ensuring transparency at every step to uphold the trust of our stakeholders.

Inclusivity and Diversity: We maintain inclusivity, and diversity in all we do. We ensure our usage of AI promotes inclusivity and diversity, catering to a wide range of audiences and needs. Our AI technologies are designed to unlock a world of possibilities for everyone, regardless of their background.

Automation and Humanization: We help businesses embrace digital but stay human. We find the right balance of intelligent automation with the preservation of humanity, recognizing and tapping on AI's potential to benefit society while ensuring that we do not lose the human touch.

Openness and Collaboration: We believe in the transformative power of an idea, especially when it is shared. We encourage an open approach to sharing AI research, knowledge, ideas, and experiences to advance the industry and society.

If you have any questions about any of our principles above or how we leverage AI within Thomas Custom Builders, please reach out to us at Info@ThomasCustomBuilders.com.