AI Transparency Statement

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In short

- SEOmise uses AI to draft, summarise, explain and prioritise. It never publishes anything to your website, Google Business Profile or customers without a person approving it, unless you switched on a specific automatic option yourself.
- AI can be wrong. Treat its output as a suggestion and check it.
- We send AI providers only the text a task needs, through our own gateway, and record each request in our encrypted Data Vault.
- Under our agreements with them, we do not allow the AI providers we use to train their models on customer data sent through SEOmise.
- Tell us about a wrong, harmful or biased AI answer and we will look at it.

1. Where we use AI

Where	What the AI does	Who decides
Content and technical fixes	Suggests page titles, descriptions, headings, image descriptions (alt text) and internal links	You approve each change before it is sent to your site
Articles and the Local Page Factory	Drafts articles and location pages from the facts you confirm	You review, edit and publish
Google Business Profile	Drafts replies to reviews and answers to questions, and post ideas	You approve before anything is posted
AI Plan, SEOPilot and WonderWheel	Reads your results, explains what matters and proposes a plan or content ideas	You approve each step; SEOPilot's low-risk auto-send is off unless an owner or admin switches it on, and then only fills missing fields
Reports	Writes a short summary of the figures, labelled "Written by AI"	You read it next to the figures it came from
AskMise (help assistant)	Answers questions about SEOmise and SEO from our help articles, and checks a website when you ask	Answers are information, not a promise
AI visibility	Asks AI assistants (such as ChatGPT, Perplexity, Gemini and Claude) the questions you track, and records whether your business is mentioned	Read-only: nothing is changed
Intelligence Core	Summarises changes in official search guidance and proposes rule updates	Our staff approve every rulebook change

Where	What the AI does	Who decides
Security reviews	Reviews SEOmise's own code for security problems (secrets removed first; no customer data)	Our staff confirm or reject each finding

2. Human approval

SEOmise is built so that a person stays in charge:

- Changes to your website go through a change set with a preview; nothing is sent until someone with the right role approves it. Most changes can be rolled back.
- Replies, posts and published content are drafts until approved.
- The only exception is an automatic option an owner or admin switches on for their own workspace (such as SEOPilot's low-risk auto-send), within the limits shown when switching it on.

3. What AI sees

- Only the text needed for a task is sent: for example the page content and keyword to suggest a description, or your question and relevant help articles for AskMise.
- Passwords, keys and tokens are removed from our records of AI requests before anything is stored. An AskMise answer is reused for someone else only when neither the question nor the answer contains personal details.
- Under our agreements with them, we do not allow the AI providers we use to train their models on customer data sent through SEOmise.
- Google data is never used to develop, improve or train AI or machine-learning models.
- We record each AI request and answer in the encrypted Data Vault so we can check what happened (see the Data Use Policy).

4. Limits

- AI answers can be out of date, incomplete or wrong, and can sound more certain than they are.
- No AI feature guarantees rankings, traffic or sales. When we say something "was seen to help on similar sites", it is a correlation from our data, not proof.
- AI is not legal, financial or medical advice.

5. Reporting a problem with AI output

If an AI answer is wrong, harmful, biased or uses information it should not, please tell us:

- use **Report a bug** in the app where it is shown, or the contact form in the help centre; or
- contact us by e-mail at help@seomise.com, with the page and roughly when it happened.

We can find the exact request and answer in our records, fix the cause (for example the instructions or the help article it used) and tell you what we did.

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