



RESPONSIBLE AI GUIDE

How Personara Uses AI Responsibly

A practical explanation of how evidence, transparency, uncertainty, privacy, and personal judgement guide AI-supported career help.

Use this guide to make one clearer, evidence-led next decision. Keep what is useful, question what is uncertain, and stay in control of the direction you choose.

Personara uses AI to strengthen your career understanding and judgement. AI is not the product or the authority making important career decisions for you.

The product is Career Intelligence: the ability to bring together professional identity, career evidence, market context, informed reasoning, and action over time.

AI is one reasoning layer inside that system.

What AI can help with

AI can be useful when it helps you:

- Organise scattered career information.
- Identify patterns across experience and achievements.
- Translate evidence into clearer professional language.
- Compare roles, requirements, and possible directions.
- Explore alternatives and trade-offs.
- Find gaps or questions that deserve attention.
- Prepare credible application and interview material.
- Turn complex information into a practical next action.

These uses can make career work faster and clearer. They do not remove the need for evidence, reflection, context, or human decision-making.

What grounds your AI response

Your Personara response is grounded in the relevant information available, such as:

- Your Career Vault evidence.
- Your Professional Identity and Career Signature.
- Your career history and achievements.
- Your current goal and preferred direction.
- Your strengths, motivations, values, and work preferences when available.
- The role, employer, industry, or opportunity being considered.
- Relevant labour-market context.
- Previous decisions, actions, feedback, and outcomes.

Your response does not present unsupported or missing information as fact.

When your evidence is incomplete, contradictory, or uncertain, the output makes that limitation visible.

Evidence before opinion

AI-generated encouragement can sound convincing even when it is not well supported. Personara prioritises evidence-based interpretation over generic praise.

Avoid	Prefer
You are an outstanding candidate.	Your strongest supporting evidence appears to be the three examples of cross-functional delivery and operational improvement.
This is your perfect role.	The role appears aligned in these areas, while the sector-experience and commercial-scale gaps still need investigation.
Employers will love your profile.	This positioning is clearer because it connects the claim to specific achievements and outcomes.
You will succeed in this career.	This direction is worth exploring because the available evidence shows transferable capability, interest, and market relevance.

The encouragement you receive helps you understand your evidence and options without creating false certainty.

How Personara explains a recommendation

A significant recommendation makes clear:

1. What is being recommended. 2. Why it is being recommended. 3. What evidence supports it. 4. What assumptions were made. 5. Which alternatives or trade-offs matter. 6. What uncertainty remains. 7. What you can do next.

This allows you to inspect the reasoning instead of accepting a black-box answer.

Separate facts, interpretations, and possibilities

Career reasoning often combines different kinds of information.

- Fact: The role description asks for five years of direct sector experience.
- Evidence: Your Career Vault contains eight years of related operational leadership in another sector.
- Interpretation: Several capabilities are transferable, while direct sector credibility remains a potential screening factor.
- Possibility: A conversation with the hiring manager clarifies whether sector experience is essential.
- Decision: You choose whether the opportunity deserves further effort.

Keeping these categories distinct helps reduce overconfidence and makes the next step easier to judge.

Uncertainty is visible

AI cannot know every detail about a person, employer, hiring process, or future outcome.

Uncertainty comes from factors such as:

- Missing or thin career evidence.
- An incomplete or unclear role description.

- Limited salary or labour-market information.
- Conflicting signals across different sources.
- Unverified assumptions about an employer or industry.
- Future events that cannot be predicted reliably.

Your guidance acknowledges these limits and explains what additional evidence improves confidence when that information is available.

Human judgement remains final

Personara helps you understand a decision. It does not take the decision away from you.

You remain responsible for choices such as:

- Which goals to pursue.
- Which opportunities deserve attention.
- Whether to apply, accept, decline, or negotiate.
- Which information to include in an application.
- Which trade-offs are personally acceptable.
- When professional, legal, financial, or wellbeing advice is needed.

Career Intelligence supports your agency without creating dependency on an automated answer.

Why Personara avoids opaque scoring

Clear signals are useful, but a single number can hide important context and create false precision.

Personara uses transparent fit explanations instead of unexplained match or employability scores. When a score is shown, you can see:

- Which dimensions were considered.
- Which evidence influenced the result.
- Which gaps or uncertainties affected it.
- What the score does and does not mean.
- Why the score is not a final decision.

No composite Career Intelligence score is the sole basis for recruitment, promotion, redundancy, selection, or another consequential employment decision.

What Personara avoids

Personara's AI does not produce or encourage:

- Guaranteed job or career outcomes.
- Unsupported employability claims.
- Unexplained candidate rankings.

- False certainty or predictions presented as fact.
- Manipulative urgency.
- Black-box fit decisions.
- Inflated praise detached from evidence.
- Generic content that ignores your information.
- Invasive behavioural inference.
- Sensitive psychological conclusions without legitimate evidence.
- Automated high-stakes employment judgement.

The platform is intended for development, guidance, preparation, and decision support.

Privacy and appropriate use

Career information can contain sensitive personal, employment, salary, and identity details.

Responsible use means:

- Collecting only information that is genuinely useful.
- Using clear consent where sensitive inputs are involved.
- Keeping recommendations explainable and auditable where appropriate.
- Avoiding unnecessary exposure or reuse of personal information.
- Separating career-development support from employment adjudication.
- Giving you meaningful control over the evidence you provide.

Do not add confidential employer information, personal data about other people, or material you do not have permission to use.

How you can challenge an output

Treat AI output as a draft interpretation that you can examine and improve.

Useful questions include:

- Which evidence led to this conclusion?
- Is any important context missing?
- Which part is fact and which part is interpretation?
- What alternative explanation is possible?
- What would change this recommendation?
- Is the wording stronger than the evidence supports?
- What uncertainty needs to be stated more clearly?
- Does this sound like me?

Editing, correcting, or rejecting an output is part of using Career Intelligence well.

Research and validation

Career Intelligence is a developing construct. Personara builds credibility through research and evidence without presenting it as a fully settled academic measure.

The platform continues to improve how it explains recommendations, represents confidence, learns from outcomes, and measures decision quality. Its claims remain proportionate to the available validation.

The responsible AI standard

A useful Personara AI response is:

- Evidence-based.
- Explainable.
- Editable.
- Appropriately cautious.
- Clear about uncertainty.
- Calm and professional.
- Useful for action.
- Traceable to your relevant information.
- Respectful of human judgement and agency.

The measure of success is not how much AI you experience. It is how much clearer, better informed, and more intentional your next career decision becomes.

PERSONARA.AI | Build clarity from evidence, then turn it into the next useful action.