

Using AI throughout the Hiring Process

At Tide, we embrace technology – including AI – to make our work smarter and more efficient. But when it comes to hiring, our goal is simple: we want to get to know **you** – your ideas, experience, and potential.

This page explains how candidates can **responsibly use AI** during the hiring process, and where it's **not permitted**.

✓ Where You *Can* Use AI

AI can be a great tool to help you prepare and express yourself more clearly. We encourage you to use it thoughtfully for:

Stage	Examples of Acceptable Use
Application / CV & Cover Letter	• Using AI tools to polish your writing – for clarity, grammar, tone, or formatting. • Getting guidance on how to structure your CV or showcase your experience. • Ensuring your application reads naturally and is easy to follow.
Interview Preparation & Case Studies	• Researching industry trends, competitors, or technologies relevant to your role. • Practicing interviews with AI as a mock interviewer. • Using AI to brainstorm ideas or structure your thinking for a case study – as long as the final work is your own.

✗ Where You *Cannot* Use AI

Some parts of the hiring process are designed to understand your individual skills and problem-solving ability. In these cases, AI tools must not be used.

Stage	Not Allowed
Application / Submissions	• Don't use AI to create or exaggerate experiences, skills, or achievements. • Don't paste in AI-generated responses without editing – it should still sound like <i>you</i>. • Be ready to talk through everything you've submitted.

Core Interview or Technical Assessments	• No AI tools may be used during live technical assessments. • You may use AI tools during take-home technical assessments (including coding, debugging or architecture tasks), but please do so in moderation. We strongly advise against using AI to generate your entire submission. • No real-time AI support (like ChatGPT or Copilot) is allowed in code reviews or technical interviews. • While many Tideans use AI tools as part of their daily workflow, these assessments are designed to evaluate your core problem-solving approach, technical fundamentals, and ability to reason independently. Once you join Tide, we'll enable you to leverage AI tools effectively – but during the interview, we want to understand your own thinking and decision-making process.
Case Studies (if marked “no AI”)	• If we specify that AI should not be used for a case study, please follow those instructions. These are designed to understand your independent thinking.

Tips for Using AI Responsibly

- Start with your own ideas – use AI for refinement, not creation.
- Keep your personal data safe and Tide’s data confidential by anonymising any information before using AI tools.
- Be transparent: if asked, share how you used AI during preparation. We’re also evaluating your skills to leverage AI.
- Remember: While we recognise that effective prompt engineering is a valuable skill, remember that we’re hiring *you*, not your prompts.

If This Policy Is Breached

If we find that AI was used in ways that go against these guidelines, we may remove a candidate from the process. This helps us keep the experience fair and consistent for everyone.

Our Promise

We’re excited by what AI can do – but even more excited by what *you* can do. By using AI responsibly, you help us keep the hiring process transparent and fair.

If you require AI tools as a reasonable adjustment for a disability, please let the hiring team know beforehand.