

Talent Acquisition

dunnhumby AI Recruitment Guidelines

A guide to how AI supports fairness, consistency and a better candidate experience across our end-to-end hiring process.

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How dunnhumby uses AI in recruitment

We are continuously evolving our hiring process to make it fairer, faster, and more effective, attracting great candidates who thrive with us long-term. We are doing this in a way that supports our brand, our customers, and our sustainability goals.

For over 35 years, dunnhumby has led the way in customer science, leveraging our expertise in data-driven decision-making to enhance our clients' offering to their customers. We believe the same principles can enhance our candidate experience, striking the right balance between technology and human connection through our hiring process.

AI will never replace people in our hiring process, and it will always be used to treat people better by improving fairness, consistency, and efficiency.

Every candidate deserves a fair chance. We use AI to ensure every voice is heard, the right candidates are interviewed, and everyone receives something valuable from the process, no one is overlooked.

Our Talent Acquisition Partners and hiring managers will remain in control, with AI helping to scale fairness and consistency through a structured screening process. Human oversight will be applied to the recruitment framework, criteria and outcomes, and our people will remain responsible for candidate communications and overall recruitment decisions.

How does dunnhumby use AI within its end-to-end recruitment process

It is important to re-emphasise that we retain a 'human in the loop' for our uses of AI set out below.

Job adverts

We use AI to prepare job adverts, creating clear, inclusive, and role-specific postings faster, so candidates get accurate insights about any opportunity from the start.

Fraud identification

We use AI to block fraudulent and/or spam applications and traffic on our applications portal.

Candidate verification

We use AI to verify the identity of applicants. This helps us to ensure that the person making the application, undertaking the assessments and being awarded the role is the same person. The AI functionality also helps us to spot fraudulent identification documents.

Interview questions & scorecards

We use AI to generate tailored interview questions and evaluation criteria, helping us run structured interviews where every candidate is assessed fairly and consistently.

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Talent Matching

We use AI to match candidates to the right roles by analyzing skills and experience, ensuring profiles are noticed for the opportunities that fit best, while keeping the process unbiased.

Screening summaries

We use AI to record and summarize screening and interview conversations, so your strengths and experience are captured accurately, allowing us to focus more on you and less on notetaking.

What rights do candidates have where AI is used by dunnhumby in the recruitment process?

Please see the Recruitment Privacy Notice for further details.

How does dunnhumby ensure that our use of AI is legally compliant, protects our candidates' privacy and gives them a right to appeal

Legal & Compliance:

We take our use of AI very seriously. Not only do we comply with all applicable laws (e.g. AI and privacy laws), but we also adhere to ethical standards of fairness, accountability, and respect for individual rights.

Data Privacy and Security:

Candidate data processed by AI tools is encrypted, securely stored, and handled in accordance with applicable privacy laws, including GDPR. We maintain strict data access controls and retention policies to protect candidate data throughout the recruitment lifecycle.

Candidate Data and AI Training:

We never use candidate data for AI training unless it has been fully anonymised or converted into aggregate data. Individual candidate information is never used to train or improve AI models in a way that could identify or impact any person.

Transparency and Candidate Rights:

Candidates are informed. We inform candidates when AI is used in recruitment and how their data is handled. Candidates may request human review of any decision influenced by AI.

Bias Auditing and Mitigation:

We regularly audit our AI systems to identify and mitigate potential bias. This helps ensure that our recruitment process remains fair and inclusive

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Continuous Improvement and Feedback:

We are committed to continuously improving our AI recruitment tools and processes. We welcome feedback from candidates and hiring teams to help us enhance fairness, transparency, and effectiveness.

How candidates can use AI in the application process?

To ensure fairness, transparency, and authenticity in our recruitment process, this is how dunnhumby expects that candidates can use AI tools during job applications.

We would support candidates using AI to help them in the following ways:

- Improve grammar, spelling, and formatting of CVs and cover letters.
- Structure responses to application questions or interview prep.
- Generate ideas or outlines for personal statements or portfolios.
- Research company information or role expectations.
- Prepare for case studies or final interview presentations.

We would require candidates not to use AI for the following reasons:

- Fabricate qualifications, experience, or achievements.
- Submit fully AI-generated CVs, cover letters, or application responses without meaningful human input.
- Use AI tools during live assessments, interviews, or coding tests (unless explicitly permitted).
- Impersonate another individual or misrepresent identity using AI-generated content.

We want to ensure that all materials submitted by candidates reflect their own voice, experience, and intent. Our assessments and interviews are designed to discover their point of view and how they bring their ideas to life. AI can support their journey, but it is their story we are excited to hear.

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the conversation

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The science of serving every customer.
Together. At scale.

As the essential intelligence layer connecting the world's leading retailers and brands dunnhumby helps businesses grow through faster, better decision making.

Sitting at the intersection of loyalty, media, and category management, dunnhumby helps to navigate complex and competing priorities. Combining AI-enabled science, software, and trusted advice, together with over 35 years of dedicated retail experience, dunnhumby is recognised as a leader in connecting customer insight and action to build loyalty, drive performance, and deliver results that last.

With offices in locations across Europe, Asia, Africa, and the Americas, dunnhumby works with iconic retailers and brands including Tesco, Walmart Data Ventures, Coca-Cola, Meijer, Procter & Gamble, and L'Oréal, to make smarter decisions today and tomorrow.

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