



Talent Acquisition

# dunnhumby AI Recruitment Guidelines

## How dunnhumby uses AI in recruitment

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

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## Introduction

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 always be in control, but AI will help us to scale fairness and consistency through a structured screening and selection process. People will always make the decisions and remain responsible for the process and candidate communications.

## How dunnhumby uses AI within its end-to-end recruitment process

AI supports our Talent Acquisition team at key stages of the recruitment journey. In every case, the technology assists — it never replaces — the people responsible for hiring decisions.

### 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.

### Interview questions and 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.

### Candidate matching

We use AI to match candidates to the right roles by analysing 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 summarise screening and interview conversations, so a candidate's strengths and experience are captured accurately, allowing us to focus more on the person in front of us and less on notetaking.

## Legal compliance, privacy and the right to appeal

We hold ourselves to a high standard for how AI is used in recruitment. The principles below describe how we keep candidates protected, informed, and in control.

### Legal and compliance

We take our use of AI very seriously. We comply with all applicable laws — including AI and privacy laws — and we 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 the UK GDPR and equivalent regulations in other markets. We maintain strict data access controls to protect candidate data throughout the recruitment lifecycle.

Candidate data is retained in our applicant tracking system for 12 months, unless a candidate asks for earlier removal or chooses to remain in our talent community for longer in response to our opt-in. Full details are set out in our Recruitment Privacy Notice.

### 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

We inform candidates when AI is used in our recruitment process and how their data is handled. Candidates can request a human review of any decision influenced by AI by contacting [individualrights@dunnhumby.com](mailto:individualrights@dunnhumby.com). We aim to respond within 30 days.

### Bias auditing and mitigation

We audit our AI recruitment tools at least annually for bias and fairness, with ongoing internal monitoring between formal audits. This helps ensure that our recruitment process remains fair and inclusive, and that any issues are identified and addressed promptly.

### Vendor due diligence

Before adopting any AI recruitment tool, we assess the vendor's approach to fairness, bias mitigation, data security, and compliance with relevant laws. We review these arrangements on an ongoing basis to ensure they continue to meet our standards.

### 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 candidates to use AI tools during their application.

### Where we support candidates using AI

We are happy for candidates to use AI to help them:

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

### Where we ask candidates not to use AI

We ask candidates not to use AI to:

- 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 a candidate's point of view and how they bring their ideas to life. AI can support the journey, but it is their story we are excited to hear.

## Ownership and version control

This document is owned by the dunnhumby Talent Acquisition team. Please refer to the latest version on our internal channels.

### Ownership and version control

**Policy owner (A):**

Tom Glover, Head of Talent Acquisition

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v1.0	18/05/2026	Initial publication of dunnhumby AI Recruitment Guidelines.



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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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