

AI Policy

1. Introduction

I, Wenke Geddert-Page, embrace AI as a tool to enhance efficiency while maintaining the highest standards of quality, creativity and linguistic accuracy. AI supports my work, but it never replaces the expertise, cultural insight and storytelling ability of a professional human translator. This policy outlines how I use AI in my translation, localization and transcreation processes.

2. AI Usage in Translation

- **AI-Assisted Translation:** I may use AI-powered translation tools (e.g. MTPE) to assist in projects, particularly for high-volume content. However, every AI-generated translation undergoes thorough expert human post-editing to ensure accuracy, tone and cultural relevance.
- **AI for Research & Terminology:** AI tools help with terminology extraction, trend analysis and research, ensuring consistency across large projects.
- **AI for Workflow Optimization:** I use AI to improve project management, quality assurance and content analysis but never for final decision-making in linguistic matters.

3. AI-Free Services

Certain services remain strictly human-led, including:

- **Transcreation & Creative Translation:** AI lacks the nuance to adapt branding, emotional appeal and cultural resonance effectively.
- **Brand Voice & Storytelling:** Crafting engaging, brand-aligned content is a human-driven process.
- **Sensitive & High-Stakes Content:** Culturally complex texts require expert human handling.

4. AI Transparency & Ethics

- **Client Disclosure:** If the client does not wish for AI to be used in any part of a project, I will not use it.
- **Data Privacy:** I do not feed confidential or proprietary client content into AI tools that could compromise security.
- **Bias & Accuracy:** AI-generated content is carefully reviewed to detect biases, errors, or inconsistencies that could affect meaning.

5. Commitment to Quality

AI is a tool, not a replacement for human expertise. Every translation undergoes rigorous review, ensuring that AI-driven processes enhance, rather than compromise, linguistic and cultural integrity.

6. Future AI Adaptation

I continuously assess AI advancements to integrate ethical, high-quality AI solutions that support – not replace – the human touch in translation.