AI Integration and Use Notice

At Wyboston Lakes Ltd, we use Artificial Intelligence (AI) to support our work, improve our services and help create marketing content. This disclaimer outlines the nature and scope of AI used in our products and services.

1. Purpose and Scope

- Our AI systems are designed to assist with various functions such as customer service, personalised recommendations, booking management, and improving overall user experience.
- The AI technology employed aims to provide accurate and efficient solutions based on the data available.

2. Data Usage

- AI systems process data in accordance with our Privacy Policy. This includes analysing customer interactions, preferences, and feedback to enhance service quality.
- We prioritise the protection of your personal information and ensure that all data is processed securely and ethically.

3. Limitations

- While we strive for high accuracy, AI-generated responses and recommendations may not always be perfect or suitable for every situation.
- Users should not solely rely on AI for critical decisions and are encouraged to seek additional information or human assistance when necessary.

4. Transparency

- We are committed to transparency about the use of AI in our services. If you have any questions or concerns about how AI is being used, please contact us at wybostonlakesdataprotectionmanager@wybostonlakes.co.uk.
- Our AI systems are regularly updated and monitored to ensure they meet our standards of accuracy and reliability.

5. User Responsibility

- Users are responsible for the use of AI-generated information and should verify its suitability for their specific needs.
- By using our services, you acknowledge and accept the limitations and responsibilities associated with AI technology.

6. AI-Edited Images

- Some images on our websites, social media and marketing materials are created or edited using AI for illustrative purposes. This may include changes to lighting, weather or seasonal atmosphere.
- We aim to ensure these images fairly represent our facilities and experiences. Where an image includes a significant illustrative change, we will make this clear alongside the image.

6. Your Rights

- This notice does not replace our Privacy Policy or booking terms and conditions.

- Nothing in this notice limits your statutory rights or our responsibilities under applicable consumer protection and data protection law.

7. Contact Information

For questions, concerns or feedback about our use of AI or the handling of personal information, please email:

wybostonlakesdataprotectionmanager@wybostonlakes.co.uk

By continuing to use our services, you agree to this AI Use Disclaimer and understand the role and limitations of AI technology in our offerings.

Last updated: 10 November 2026