AI Use Policy

START UP Firefighter Performance

AI001 | Version 1.0 | Effective 10 October 2026

Next scheduled review 10 October 2027.

This policy explains how START UP Firefighter Performance uses artificial intelligence (AI) for research, analysis, drafting and business support. Jack Burman reviews material outputs and remains responsible for the work adopted and the coaching decisions made.

Our training programmes and exercise prescriptions are coach-led. AI-assisted injury research may inform a change considered by the coach, but it does not determine the change or replace appropriate healthcare advice.

Who this policy covers

We are Jack Burman, trading as START UP Firefighter Performance. This policy is for website visitors, enquirers, applicants and clients, including people using the Firefighter Fitness Preparation Course (FFPC) or Firefighter Performance Conditioning Programme (FPCP).

Read this policy alongside our Privacy Policy, Coaching Agreement and Terms and Conditions. It explains our AI practices; it is not a request for consent and does not replace separate privacy information, permissions or contractual rights.

The AI tools we use

Tool	Purpose
ChatGPT Plus OpenAI	Research and learning, fitness-test and assessment-video analysis, report drafting, website design assistance, marketing, policy drafting, business administration and injury-related learning.
Fathom	Optional recording and transcription of calls and preparation of AI-generated summaries and action points.

A new AI tool or material use requires review before personal or confidential information is introduced, including AI features within platforms we already use.

The role of AI in coaching

AI may help interpret fitness-test results, draft reports and analyse movement or exercise technique from assessment videos. Jack checks calculations and conclusions against the underlying information and reviews technique observations before providing feedback. AI-assisted assessments do not provide medical clearance, occupational-health decisions or official recruitment certification.

We do not use AI to prescribe training programmes or exercises. Jack designs and adjusts training using his professional judgement, your circumstances, feedback and relevant restrictions. AI does not make final decisions about acceptance for coaching, exercise suitability, health, safety, referral or safeguarding.

We do not currently make decisions about you solely by automated processing that have legal or similarly significant effects. AI assistance does not reduce our responsibility to provide coaching with reasonable care and skill.

Injury research and professional boundaries

AI may help locate research and explain an injury or training concern. Verified research may inform a change Jack considers, such as reducing training load or changing an activity. Jack makes any adjustment within his competence and with regard to relevant healthcare guidance.

AI is not used to diagnose an injury, prescribe treatment, provide clinical rehabilitation, override a medical restriction or decide that you are safe to return to operational duties. It cannot establish the cause of pain or provide medical clearance from a description or video.

A concern outside the coach's scope may require healthcare advice or clearance, with affected training modified or paused. In an emergency, call 999; do not wait for coaching messages or AI.

How we check AI outputs

Jack reviews every material AI-assisted output before use, publication, client delivery or a decision. He reviews referenced publications and studies; an AI answer or reference list is not proof.

Review covers accuracy, calculations, source quality, evidence limitations, your circumstances and the UK firefighter context. Claims concerning health, safety, recruitment standards, privacy, law or finance receive greater scrutiny. Unsupported or unsafe content is corrected, rejected or referred for specialist advice.

AI can be inaccurate, invent references, miss context or reproduce bias. Human review reduces these risks. You can ask us to explain or correct an AI-assisted report.

Information used with ChatGPT

Client-related inputs may include goals, fitness-test results, body weight, injury descriptions and client-supplied videos. Full client names and email addresses are omitted; initials may be used. These categories describe the information involved, not unrestricted permission to upload it.

Removing a full name does not necessarily make information anonymous. Initials, distinctive results, an injury history or a video may still allow a person to be identified, especially when combined with other information. We treat information that remains identifiable as personal data. Injury information, and performance or body information that reveals health, requires the additional protection applicable to health data.

We use the least information needed and prefer genuinely non-identifiable descriptions where possible. For technique assessments, we ask clients to upload videos without sound. Faces and other identifying details may remain visible depending on the camera position; we do not describe these videos as anonymous. Supplying a video for coaching does not by itself authorise its upload to ChatGPT.

Privacy and permission

An AI use involving identifiable client or health information requires assessment of the specific tool, purpose and information before it is approved. This includes necessity, supplier terms, confidentiality, security, provider reuse, retention, international transfers, the lawful basis for personal-data processing and the additional condition needed for health data. A data protection impact assessment is required where the processing is likely to create a high risk to people's rights and freedoms.

For optional sharing of client information with ChatGPT, we seek separate, informed consent before sharing. Choices cover results and injury-related information, and assessment videos separately. Where health information is involved, the consent must be explicit. You may decline either use and still receive ordinary coaching. General health-data consent, acceptance of coaching terms or reading this policy does not replace these choices. Fathom recording consent remains separate.

ChatGPT Plus uses OpenAI's consumer privacy terms, which describe OpenAI's own controller processing. It is not described here as a processor operating solely under our instructions. Information may be processed outside the UK, including in the United States. Any identifiable client-data use must first pass the review above; consent and a model-training opt-out do not replace that review.

ChatGPT settings and stored information

Our “Improve the model for everyone” setting is switched off. OpenAI states that new conversations under that setting are not used for model training. Service, security and legal processing can still occur; saved records remain until deleted.

Saved chats, projects and memory may contain the client-related information described above. We retain relevant AI history during active coaching where needed to review assessments, reports and progress. We review whether it remains necessary and remove unnecessary material sooner. Turning model training off does not automatically delete these records.

We normally delete client-related ChatGPT working material when the coaching relationship ends. This covers chats, separately saved files, project material and client-related memories; deleting a chat alone may leave other copies. Temporary pauses require review and do not justify indefinite retention. Consent withdrawal may require earlier cessation and deletion, subject to applicable lawful exceptions. Necessary final reports and decisions follow our separate secure client-record schedule. OpenAI’s own retention rules also apply; deletion does not guarantee immediate removal of every provider-held copy.

Client information must not be exposed through public shared chats or unapproved connected apps. Feedback or settings permitting additional provider reuse require review.

Fathom recordings and summaries

Fathom supports optional call recording, transcription and AI-generated summaries. It may process audio and video, participant names and emails, meeting details and the content discussed, including health information. Recorded calls can directly identify participants.

We explain the process and obtain separate consent before recording. Where health information may be discussed, consent expressly covers recording, transcription, summaries and the relevant sharing. You may choose an unrecorded call, stop recording or withdraw recording consent without losing ordinary coaching. Necessary written notes may still be made.

Access to recordings is limited to Jack and the participant, who receives a recording link. Jack reviews material summaries. Health information, health-related summaries and action points, and links to health-related recordings or transcripts are excluded from HubSpot.

Fathom recordings and full transcripts, and permitted non-health call material in HubSpot, are normally deleted 90 days after the call unless a documented lawful hold applies. Necessary notes retained separately follow our Privacy Policy’s client-record period.

“Improve Fathom” and optional voiceprint recognition are off. Fathom states that its third-party AI providers cannot use meeting content to train their models.

Your choices and concerns

You may decline sharing your identifiable results, injury information or assessment videos with ChatGPT without losing ordinary coaching. We can continue general AI-assisted research, drafting and business administration using information that does not identify you. This policy does not offer a service excluding every internal use of AI, and does not require you to agree to optional recordings or give up your data protection rights.

You can ask what AI involvement relates to your information, request a human explanation of a material output, raise an accuracy concern and exercise the applicable access, correction, deletion, restriction, objection and consent-withdrawal rights explained in our Privacy Policy.

You may withdraw either optional ChatGPT consent or Fathom recording consent by contacting us. We stop the affected processing and assess removal of the information. Withdrawal does not affect processing that was lawful beforehand. Any separately justified retention is explained under our Privacy Policy. Ordinary coaching remains available when optional sharing or recording is declined.

Responsible business use

AI may assist with website content, marketing, policies and administration, but Jack remains responsible for the material adopted. Important claims and references are checked, and copyright, licensing, attribution and confidentiality are considered before external publication. AI assistance does not authorise invented client results, testimonials, qualifications or endorsements.

AI-generated policies are not a substitute for appropriate professional legal, financial or data protection advice where that is needed. AI-supported research does not establish an official Fire and Rescue Service standard or endorsement.

Review and contact

Jack Burman is accountable for our AI use. We review this policy at least annually and when tools, purposes, supplier terms or requirements change, or following a material concern. Changes affecting client information are explained before the new use begins, with fresh permission where required.

For questions, corrections, concerns or privacy requests, contact startup@firefighterperformance.co.uk or use private FITR messaging if you are a client. Privacy complaints and the right to raise concerns with the Information Commissioner's Office are explained in our Privacy Policy.

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Website: firefighterperformance.co.uk.

Provider information: OpenAI privacy policy | ChatGPT data controls | Fathom privacy policy