



KINTAL ESG & Responsible AI Policy

Version: 2
Date: 01/03/2026
Prepared by: Tina Saul
Contact: hello@kintal.co

This policy sets out how KINTAL integrates Environmental, Social and Governance (ESG) principles, and responsible AI practices, into the way we work, build, and deliver for clients. This policy reflects how we work, not just what we claim.

It forms part of Clause 0, KINTAL's commitment to ethical delivery, transparent tooling, and human-first AI.

TABLE OF CONTENTS

Policy Overview	3
Environmental Policy	4
Social Policy	5
Governance Policy	6
Policy Review Cadence	7
Frameworks and Alignment	8

VERSION CONTROL

Version	Date	Changes Made
v1	30/07/2025	Initial publication
v2	01/03/2026	Removed Nova Suite reference; added regulatory context (Data (Use and Access) Act 2025); updated Document Control dates; minor copy corrections

Policy Overview

At KINTAL, ESG is not a compliance tickbox, it is a core design principle. As a founder-led, AI-augmented consultancy supporting UK creative teams, we embed responsibility into every workflow, prompt, and decision.

We prioritise:

- Impact over optics: our actions are verifiable, not performative
- Clarity over jargon: we speak plainly about risk, review, and relevance
- Practical ethics: ESG must support the real humans using our tools

This policy is public, operational, and reviewed on a regular cycle.

Environmental Policy

We work remotely and asynchronously, minimising unnecessary resource use and applying environmental thinking to all digital decisions.

Practices:

- **Minimal commuting or travel.** We have no fixed office. Travel is used only when essential for delivery.
- **Energy-aware tooling.** Our AI toolchain and cloud platforms are selected for low emissions and efficient compute.
- **Model selection based on impact.** We reference model safety cards, emissions data, and performance benchmarks. Higher-emission models are only used with clear justification.

Social Policy

KINTAL supports creative professionals who are often excluded from traditional consultancy models. This includes freelancers, early-career talent, and under-resourced teams.

Practices:

- **Fair freelance sourcing.** Rates, scopes, and payment terms are clear, equitable, and honoured promptly.
- **Neuroinclusive workflows.** Async-first delivery, flexible formats, and low-pressure communication are standard. This is built into how we work, not added later.
- **Human-augmenting AI.** We exist to ensure AI supports people, not replaces them. Our tools are designed to elevate creative capability. Every workflow, template, and signal we create is built around that principle.
- **Accessible delivery.** All templates and training materials follow plain language standards, mobile-first design, and WCAG AA accessibility guidelines.

Governance Policy

We take a human-first, audit-friendly approach to AI. There are no unchecked outputs and no silent automation.

The UK's Data (Use and Access) Act 2025, coming into force in 2026, reinforces rights to human intervention and transparency in automated decision-making. These are not new requirements for KINTAL; they reflect how we have worked from the start.

Practices:

- **Human-in-the-loop.** All AI-generated work is reviewed by a human before delivery or publication. No exceptions.
- **Transparency about tools.** We are open with clients about which AI tools are used in their projects and why. If a client has stricter requirements around tool selection or data handling, we agree those in writing before work begins.
- **Quarterly review cycle.** Toolchain decisions, prompt practices, and risk processes are reviewed and updated every quarter.
- **Data minimisation.** Personally identifiable data is pseudonymised or anonymised before any AI interaction.

Policy Review Cadence

- ESG policy review: Quarterly (Owner: Tina Saul, Founder)
- Prompt and tooling review: Quarterly (Owner: Department Leads)
- Accessibility checks: Biannually (Owner: Department Leads)
- Toolchain reassessment: Quarterly (Owner: Department Leads)

Frameworks and Alignment

This policy draws guidance from:

- ISO 26000 for proportionality, transparency, and relevance
- UN Sustainable Development Goals (SDGs), especially Goals 5, 8, 12, and 16
- B Impact Framework, relevant to micro-consultancy governance and inclusion

KINTAL is not currently certified under any ESG framework, but we actively track our alignment and this remains a future direction of travel for us.