

AI Disclaimer

Provider: EMMV International Ltd (registered in Cyprus)

Company No: 676908

Address: 29 Giannou Kranidioti, Abitare, Block D, 8035 Paphos

This AI Disclaimer explains how EMMV International Ltd, trading as AI Search King, uses artificial intelligence ("AI") tools in our work, and the limits we place on that use. It should be read alongside our Terms of Service, Privacy Policy, Disclaimer, and Cookie Policy.

1. Where AI May Be Used

We may use AI tools to support parts of our optimisation workflow, for example: research and competitor analysis, entity and keyword identification, first drafts of optimisation content and structured data, schema markup generation, content structuring for AI platform readability, and analysis of AI platform outputs. AI is one of several tools we use in delivering our services; it does not replace the professional judgment we apply to your engagement.

2. Humans Stay in Charge

- Every optimisation strategy is designed, reviewed, and finalised by our team.
- Every deliverable produced for you is reviewed by a member of our team before it is issued for your implementation.
- Strategic decisions about your engagement are made by our team, not by AI tools.

3. What We Will Not Do

- We will not fabricate testimonials, reviews, case studies, or client results using AI.
- We will not generate false or misleading business information, credentials, or citations about your business.
- We will not submit your confidential business information to public AI tools that train on user data without appropriate safeguards.
- We will not use AI to impersonate you, your staff, or third parties in communications or content.

4. AI Platforms Are Third Parties

The AI platforms our services target (including ChatGPT, Claude, Perplexity, Gemini, and others) are third-party services we do not control. As set out in our Disclaimer and Section 10.5 of our Terms of Service, we cannot guarantee that any AI platform will mention, recommend, or rank your business, and platform outputs can change at any time. Our use of AI tools in our internal workflow does not affect this position.

5. Accuracy

AI tools can make mistakes, including generating information that appears accurate but is not (sometimes referred to as "hallucinations"). Our human review process is designed to catch such errors before deliverables are issued, but you remain responsible for reviewing and approving any content, structured data, or other materials we provide before implementing them on your properties, including any claims about your business.

6. Your Data and AI Training

We will not use your confidential business information or personal data to train public AI models without your explicit consent, as set out in Section 11 of our Terms of Service. Where we use AI tools that process your data, we take reasonable steps to ensure appropriate contractual and technical safeguards are in place with those providers.

7. Platform and Regulatory Disclosure

Some AI platforms, advertising platforms, or regulators require disclosure when content is AI-generated or materially AI-assisted. Where a deliverable we produce for you includes material AI-generated elements that you are required to disclose when publishing or using it, we will inform you so you can apply the correct disclosures.

8. Your Responsibilities

When implementing our recommendations, you are responsible for:

- Reviewing all content and materials for accuracy before publication
- Ensuring published content complies with applicable advertising, consumer protection, and disclosure laws
- Making any AI-related disclosures required by third-party platforms or regulators
- Not using our deliverables in a manner that would breach any AI platform's terms of service

9. Changes to This Disclaimer

We may update this AI Disclaimer from time to time to reflect changes in our use of AI tools or applicable law. Changes take effect when posted on this page.

10. Contact

Questions about our use of AI should be sent to: support@aisearchking.com