

Just Checking



AI with purpose: Ethical AI in Social Care

Smart sensing solutions that enable better lives

Just
Assessing

Just
Caring

Just
Roaming

100%
of systems are
built in the UK

20+
YEARS
experience in
social care

Established in
2003

3000+
people enabled
in 2005

Partnering with
OVER 100
UK councils and
Their care
providers

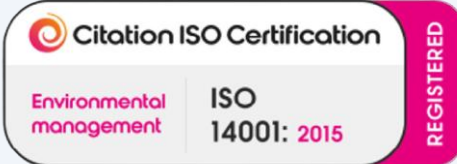
“
Fantastic
bit of kit

“
The team are
always
available

“
Your experience
in adult social
care is evident

“
We love the
customer
service

Just
Checking
Changing Lives Together

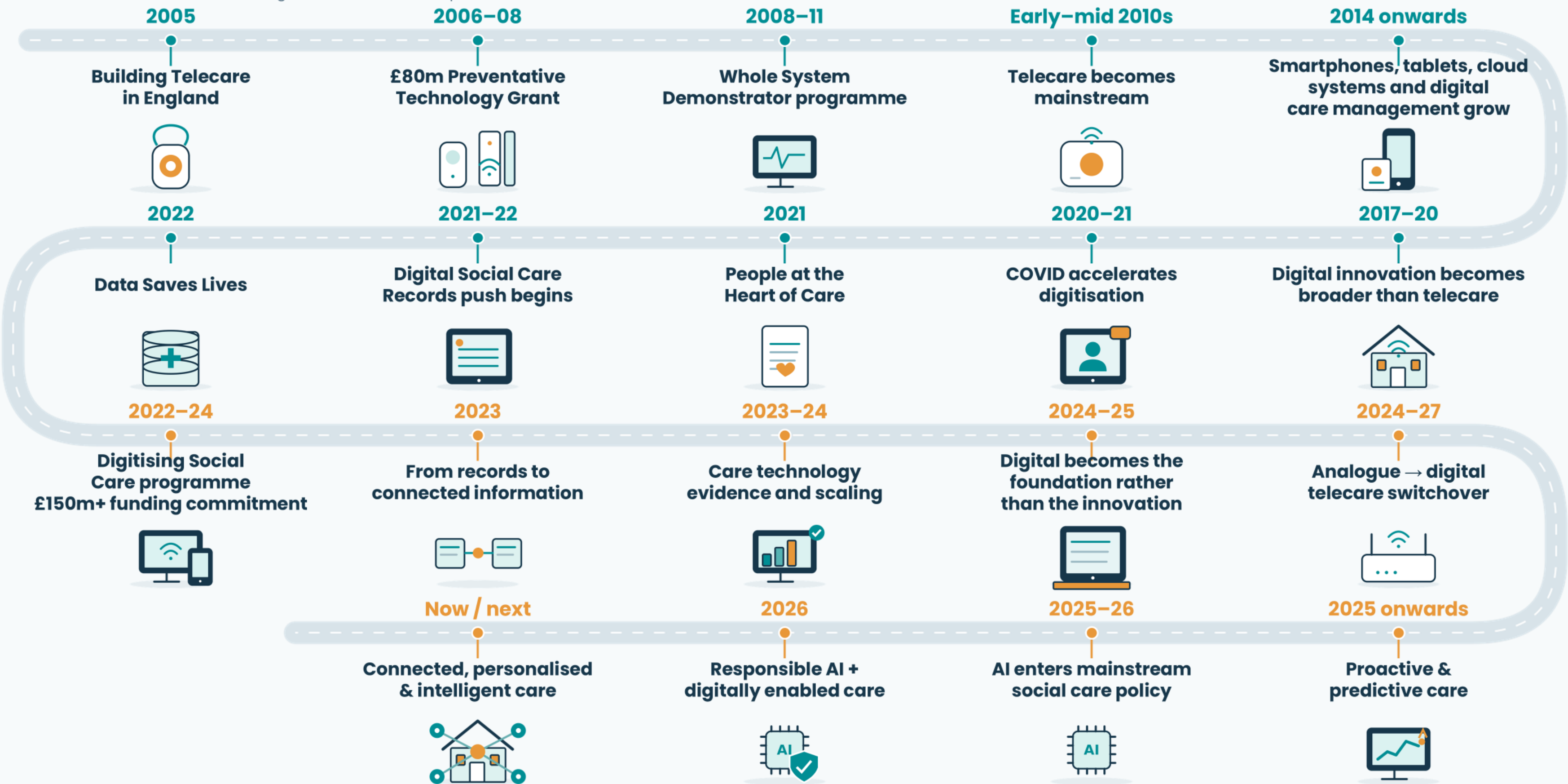


Quality • Safety • Innovation



Digital transformation in social care

2005–2026 | Adult social care in England · wider UK developments where relevant



Milestones overlap; dates show policy developments and broad adoption trends, rather than when technologies were invented.

Oxford Project: The Responsible use of Generative AI in Social Care



“The responsible use of AI in social care means that the use of AI systems in the care or related to the care of people supports and does not undermine, harm or unfairly breach fundamental values of care, human rights, independence, choice and control, dignity, equality and wellbeing.”

Oxford Project: Tech Suppliers Pledge

- Ethical innovation
- Responsible use of data
- Inclusivity and diversity
- Transparency
- Continuous Learning and Improvement
- Collaboration
- Accountability
- Responsible Development



Responsible AI is a care practice, not a compliance exercise



A leadership operating system for every decision, pilot, and deployment.

5

PRINCIPLES

01 DIGNITY BY DESIGN

Reinforce agency, relationships, and what matters to the person.

02 TRANSPARENT PURPOSE

Make it clear what the system does, where it helps, and where it does not.

03 HUMAN OVERSIGHT

Keep accountability with named people who can question and intervene.

04 EVIDENCE BEFORE SCALE

Test safety, usefulness, and unintended effects before expanding.

05 PRIVACY + SECURITY

Protect information throughout the whole care journey.

Four commitments turn shared principles into shared progress



The Alliance creates common ground without flattening local context.

01



TRUST

Earn confidence through clear accountability and honest communication.

02



COLLABORATION

Bring care, technology, policy, and lived experience into one room.

03



EVIDENCE

Share what works, what fails, and what still needs to be learned.

04



INCLUSION

Design with the people and communities most affected by change.

Shared language. Shared evidence. Shared responsibility.



Ai in Care Alliance

<https://aiincarealliance.com/about/>

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Start the conversation with the AI in Care Alliance

Shared trust is how responsible AI scales.

Just Checking's approach to AI

Clear Purpose

Right tools for
the job

Understand functions,
assumptions and limitations

Backed by
expertise

Human
verification

Context is
everything

Guardrails to
mitigate risk

Data security – same
rules as always!

Share the learning –
upskill the sector

Collaboration, coproduction, codesign

Chart View

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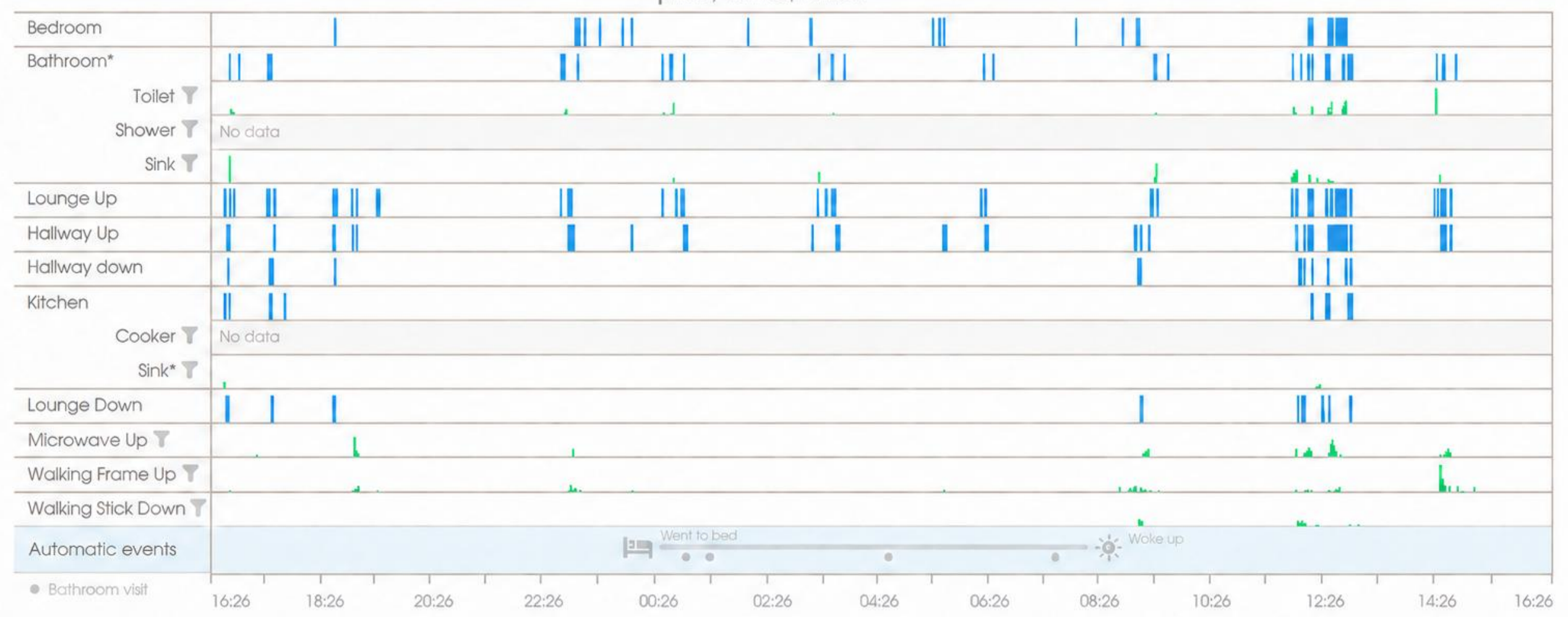
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1 day

Thursday 24th September 2026
Last Updated Tue 29th Sep 2026 15:12

→
1 day



Friday 25th September



Title

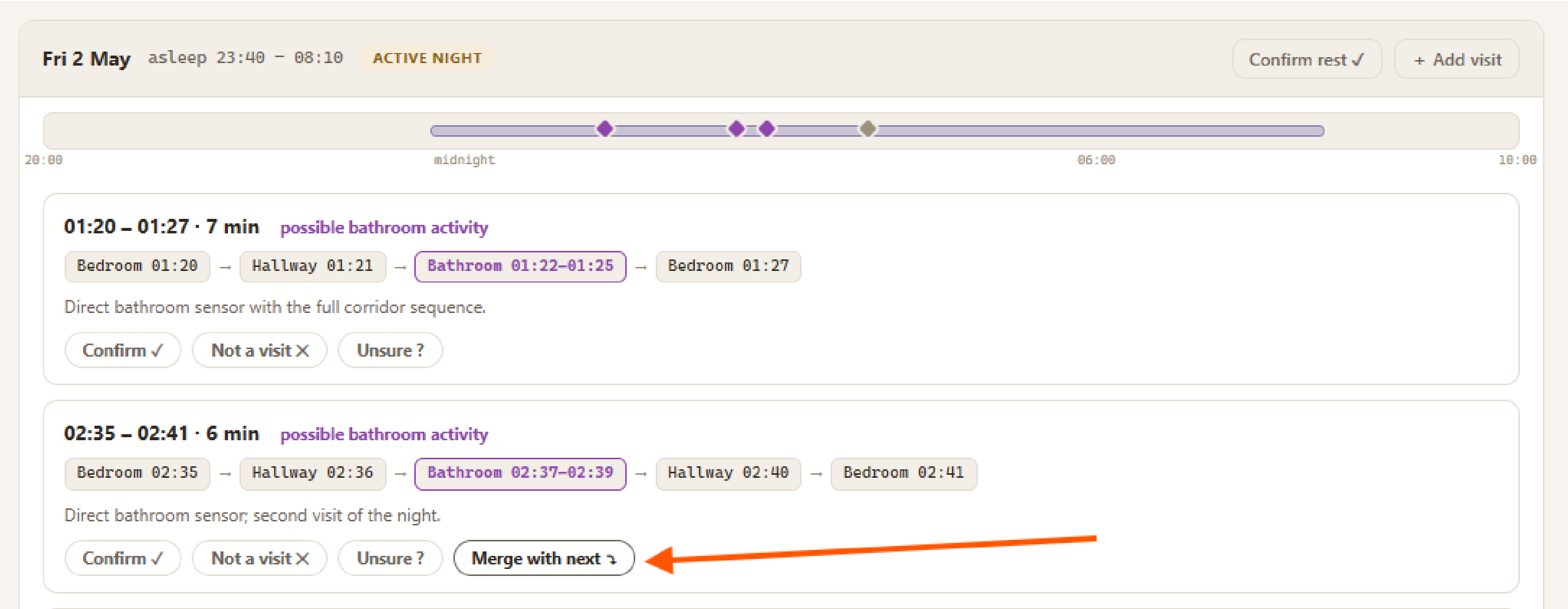


Chart View

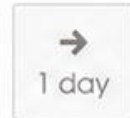
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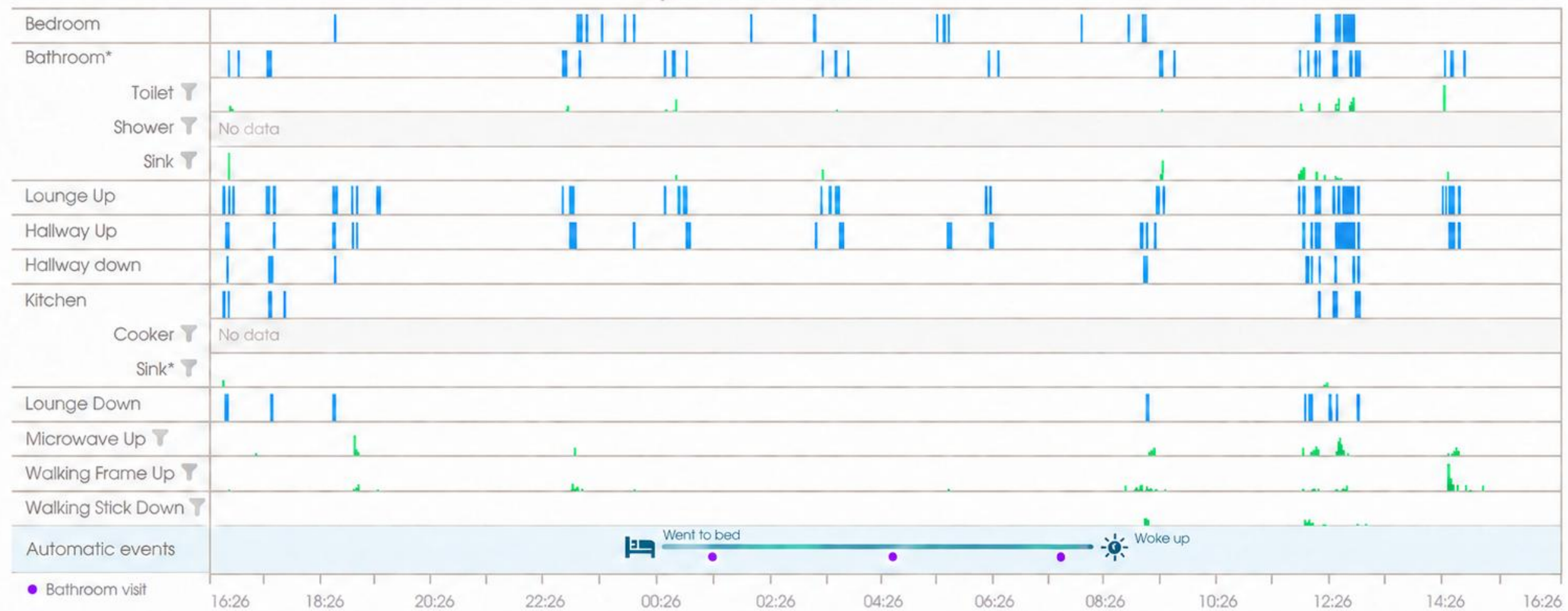


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Any Questions?



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