

## **Agency Policy Template for Generative AI**

*This document is intended only as a template – we encourage agencies to adapt for their specific needs and ensure your stakeholders including legal, security, and operations have reviewed and approved your policy. Each of the below headings features multiple sub-bullets, some of which are intentionally repetitive to provide multiple options from which to select and/or modify.*

*The information provided by the 4A's is for general informational purposes only. All information referenced herein is provided in good faith, however, we make no representation or warranty of any kind, express or implied, regarding the accuracy, adequacy, validity, reliability, availability, or completeness of any information. Under no circumstance shall we have any liability to you for any loss or damage of any kind incurred as a result of the use of this information or reliance on any information provided herein. Your use of the information and your reliance on any information herein is solely at your own risk.*

### **Introduction**

With the rapid growth of generative AI technology, we seek to harness the value for our clients and our agency in a responsible and ethical way. As we do this, we believe it is essential to express our Agency Point-of-View (POV) and formalize a company-wide policy so that we can set expectations with our team members and our clients.

Overall, we believe that AI technology can help our team of professionals personalize experiences, automate repetitive tasks and boost creativity and innovation with the purpose of driving better results for our clients and ourselves. We seek to use AI to scale the impact of our talent while providing advanced career opportunities for our people.

We recognize that AI technology is rapidly developing and we will frequently review this POV and publish updates as needed.

### **Integrity and Client Confidentiality**

- We use caution with confidential client information in AI tools, avoiding submission of sensitive data unless a) explicitly authorized and/or b) we have platform assurances that such data will not be used for training publicly available models.
- We comply with all client agreements, policies, and directives in our AI deployments.

### **Transparency and Disclosure**

- We are transparent about our use of AI, acknowledging its role in content creation through statements or contract inclusions.
- We disclose the use of AI to clients and partners as part of our commitment to transparency.
- We require vendors and partners to disclose any use of AI in work we do together.

## **Use Cases**

- We deploy artificial intelligence ONLY for the following use cases:
  - *Insert internal list e.g.*
    - *Help with concepting*
  - *Insert external-facing list – e.g.*
    - *Developing materials to present ideas to clients*
- Non approved use cases include:
  - *Insert list*

## **Human Oversight and Augmentation**

- Our team members will always review, modify and edit any text or images generated by AI before we include them in a work product that is published or delivered to a client for review or approval.

## **Accuracy, Validation and Brand Alignment**

- We verify the accuracy of data from AI tools, checking for source authenticity and potential biases.
- We review AI-generated content for factual accuracy and alignment with client messaging, brand standards and objectives.

## **Ethical Use and Responsibility**

- We respect the power of language, images, and video in education and influence, committing to responsible and ethical AI usage.
- We use AI to enhance creativity and innovation, scaling the impact of our talent and offering advanced career opportunities.
- Under no circumstances do we use AI for creating or spreading misinformation, deepfakes, or manipulation.
- We commit to using AI ethically and responsibly, always ensuring human oversight and judgment in AI-assisted content.

## **Diversity and Inclusivity**

- We are vigilant about biases in AI-generated content and work towards inclusive and accessible outputs.
- We engage diverse perspectives in reviewing AI content, avoiding the use of AI as a replacement for diverse insights.
- If training our own models, we make every effort to avoid bias by ensuring diverse training data sets as well as diverse perspectives during the training and review process.

## **Tool Selection and Security**

- We carefully evaluate all tools to be used with a cross-disciplinary team to ensure legal compliance, risk mitigation, intellectual property controls, data security, and avoidance of bias.
- We use only approved AI tools and discuss any new tools with our security team (and other relevant stakeholders) to ensure data protection.
  - *Insert approved tools here.*
- We safeguard against cyber-attacks and protect the privacy of our customers and intellectual property.
  - *Insert details of security efforts here.*

### **Training and Best Practices**

- We establish clear guidelines for AI use, conducting regular training to avoid legal and ethical risks.
- We provide ongoing education and training on the responsible use of AI, covering both technical and ethical aspects. Training should focus on the following aspects:
  - Best practices for using AI in workflows,
  - Avoiding or mitigating potential algorithmic biases,
  - Enhancing client and stakeholder transparency,
  - Proper and full sourcing,
  - How to identify inaccurate results, and
  - Maintaining the integrity of intellectual property and confidential data

### **Legal Compliance**

- To the best of our ability our AI usage is aligned with legal requirements, including intellectual property rights, privacy, and data protection laws.
- We evaluate AI training data and outputs to ensure that (to the best of our ability) AI-augmented work does not infringe on IP rights of others.
- We acknowledge that any material produced by AI alone may not be eligible for copyright and therefore favor either a) substantial modification and enhancement by humans or b) usage of AI to extend/expand human-created materials rather than create the core assets.
- We ensure that usage of AI is governed in client and vendor contracts and that our teams are clear on appropriate levels of risk and legal liability.

### **Continuous Monitoring and Adaptation**

- We regularly monitor and evaluate the impact of AI technology on our work and the industry.
- We adapt our policies and practices as needed to ensure our AI use remains ethical, transparent, in compliance with current regulation, and aligned with our values.

## **Acceptance**

By using AI in your work, you agree to comply with this policy. Non-compliance will be taken seriously and could lead to disciplinary action or employment termination.

Remember, the goal of this policy is not to restrict creativity, but to ensure that we use AI responsibly and ethically. By following these guidelines, we can harness the power of AI while respecting our customers and upholding our company values.