Agency Guidelines for Use of Generative AI

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VERSION	2

PURPOSE

The rise of generative AI, while still in its formative stages, raises many questions in our industry about how the technology should be leveraged as a business tool. In particular, AI is causing agencies like ours to evaluate, test and codify AI's role in content creation, market research, creative ideation, strategic planning and more.

These deliberations cover a range of competitive, ethical, and legal topics. It's complex, and still somewhat hazy. The technology is evolving rapidly, with new applications and use cases being introduced every day. So policies must be organic and constantly updated to reflect the current state of the technology.

Regardless of the continual change, It's important that CTP have guidelines in place to provide ground rules for our use of AI in our day-to-day work for clients. It's essential for internal teams to know these guidelines to make better, more consistent decisions in their day-to-day work. But it's also critical for clients to know where CTP stands on the use of generative AI, and how it might be deployed as part of our scope of work.

GUIDELINES

TRANSPARENCY - Client trust is paramount to our business. To that end, complete transparency in the use of generative AI will be essential.

- We will always disclose the use of AI in our work product for clients, and respect client requests for the exclusion of AI in our work.
- We will always disclose any data or inputs used as prompts or source material for generative AI when developing our work product.

ACCEPTABLE USE - While the technology is always evolving, we will continually work to establish and update a common list of acceptable uses for generative AI.

- Market research and discovery
- Repetitive tasks such as data entry, customization, sorting and data synthesis.
- Brainstorming and creative ideation (using AI as a thought starter or creative catalyst for generating our own ideas).
- Concept visualization (use of AI in creating Comps or Storyboards used to sell our own ideas to clients).
- Data handling and analysis (Use of AI in crunching numbers or data for development of media or analytics outputs or reporting).

UNACCEPTABLE USE - Just as important, we will also develop and update clear parameters for unacceptable uses of generative AI.

- Unless disclosed to and approved by the client, and vetted for legal clearance, AI-generated art is not suitable for use in final campaign artwork.
- AI-generated writing will not be used as content for client work product or agency content.
- AI-generated audio such as VO or Music will not be used to mimic other artists or talent (unless it is contractually agreed upon with the artist and client).
- AI will not be used as a proxy for development of strategy or planning documents.
- We will not use AI to generate and spread false information or deceptive content.

ACCURACY AND BIAS - For all of its promise, generative AI is still an imperfect science. AI outputs can, and often do, contain inaccuracies or distortions that could have a negative impact on our work and our credibility (and therefore our clients).

- We will work to ensure that any AI content leveraged in our work is free from inaccuracies or factual errors.
- We will be diligent in screening AI inputs and output for bias, discrimination, or lack of representation.
- We will continually monitor the evolution and applications of generative AI to ensure it aligns with our ethics and values as an organization.

CONFIDENTIALITY - We have an obligation to our clients to keep the information they entrust to (and often legally require) us to keep confidential.

- We will not use confidential client information as inputs or prompts for generative AI.
- We will not use AI to generate or modify internal documents for clients, such as memos, business plans, sales presentations or proposals, or product information.

LEGAL OBLIGATIONS - Generative AI models use neural networks to identify patterns and structures within existing data to generate new content. While the content generated by AI is technically "new" or "original", the existing data or source material it is derived from may be copyrighted. Copyright law is still catching up to the outputs of AI and the implications for original copyright holders, so we must be cautious about our use of content generated by AI.

- We will make our best efforts to ensure that any work product that contains content generated by AI conforms to our obligations for clearance of copyright assigned to clients by CTP.
- We will discuss potential copyright implications with clients who request the inclusion of AI-generated content in our work for them.