***Note****: This template is provided by Kalre Inc. as a starting point for companies in developing a responsible AI usage policy. It is only a template, this does not constitute legal advice. It should be adapted and approved by your company’s legal, security and people operations/HR teams before being implemented. Delete this note before distribution.

[Company Name]
[Date]*

**Responsible AI Usage Policy for [Company Name]**

Intelligence (AI) and its increasing significance in the marketing landscape. AI offers unparalleled possibilities for content creation and customer engagement. However, it is crucial to recognize that with great power comes great responsibility. To ensure our team's adherence to responsible, transparent, and ethical AI practices, we have developed an AI usage policy. This policy aims to align our use of AI with our corporate values and respect our customers' rights, without hindering creativity or innovation.

As business owners, it is essential to recognize the immense potential of AI in marketing while also acknowledging the responsibility that comes with its use. Our AI usage policy serves as a guide to ensure responsible, transparent, and ethical AI practices within our organization. By aligning our use of AI with our corporate values and respecting our customers' rights, we aim to build trust and credibility in our company. Let us embrace AI as a tool for innovation while upholding the highest standards of ethics and responsibility.

**Guidelines for Responsible AI Usage**

1. **Transparency**

Transparency is a fundamental aspect of responsible AI usage. As a business owner, it is crucial to openly acknowledge when Artificial Intelligence (AI) has been utilized to create or modify content. This can be achieved through various means, such as incorporating a blanket statement on our website or integrating it into contracts with clients. By doing so, we demonstrate our commitment to transparency and ethical practices in AI implementation. transparency regarding the use of AI in content creation is essential for building trust and credibility with customers and stakeholders.

By openly acknowledging AI-generated content through methods such as website transparency and contract integration, we demonstrate our commitment to ethical AI practices. This approach not only mitigates concerns and misconceptions but also sets us apart as a company that values transparency and customer engagement.

**Example Transparency Statement:**

At our company, we embrace the use of AI as a valuable tool in assisting content development. In order to maintain transparency, accountability, quality, and privacy, we have established internal AI usage standards that guide our practices. These standards serve as a safeguard against biases, ensuring that our content is unbiased and inclusive. Additionally, we prioritize data security to protect the privacy of our customers. It is important to note that while AI plays a role in content creation, we firmly believe in human involvement. Our content development process involves shaping and reviewing every piece of content with the expertise of individuals who possess a deep understanding of our audience and the limitations of AI. By adhering to these standards, we uphold our commitment to ethical marketing practices and deliver content that resonates with our audience while maintaining the highest standards of quality and integrity.

1. **Tool Selection**

To ensure the security and integrity of our company's operations, we have established a list of approved AI tools for use within our organization. It is imperative that all employees strictly adhere to this list and refrain from utilizing any AI tools that are not included or have not been explicitly approved in writing by our security team. This policy applies to all company devices and any work conducted on behalf of the company. By adhering to this policy, we can maintain a secure and controlled environment while mitigating potential risks associated with unauthorized AI tool usage.

1. **Accountability**

It is crucial to acknowledge that responsibility cannot be delegated to machines. As humans, we are ultimately accountable for the actions and outcomes of AI. While AI serves as an assistant, it should never be considered a substitute for sound judgment. In line with our company policy, it is imperative that we never publish or send content that has been solely generated by AI without human development or review. This ensures that our content maintains the necessary levels of quality and accuracy.

Furthermore, in the event of any negative consequences arising from AI-assisted content, it is our responsibility to take ownership and promptly address and rectify the situation as required. By upholding these principles, we demonstrate our commitment to responsible AI usage and maintaining the highest standards of quality and accountability.

1. **Use Cases That Should Not Leverage AI**

While AI assistance offers numerous benefits in our work, as a company, we have made the decision to impose restrictions on its usage for specific types of work. It is important to note that AI should not be used for the following purposes within our organization:

[Insert any uses that your company would like to restrict based on your own standards. This will vary by company so have your own discussion internally about what scope you’d like to set. Limited use cases could - but don’t have to - include: performance evaluations, legal contracts, specific coding projects, etc. ]

**Addressing Specific Issues**

1. **Bias**

AI systems have the ability to learn from the data they are provided, which means they can inadvertently perpetuate biases present in their training material. While many language models incorporate filters to mitigate the risk of bias or harmful outputs, it is crucial to recognize that relying solely on filters is insufficient.

As a responsible organization, it is our duty to actively review the content we produce to identify and address any potential biases. We must ensure that our content is developed in a manner that promotes inclusivity and accessibility, taking proactive measures to mitigate the unintentional perpetuation of biases by AI systems. By embracing this responsibility, we can strive to create content that is fair, unbiased, and resonates with a diverse audience.

1. **Privacy**

It is essential to safeguard our clients' confidentiality. Refer to our selection of authorized instruments that are backed by trustworthy privacy practices, and avoid entering client information into AI technologies or Large Language Models. Furthermore, the security of our proprietary intellectual property (IP) is paramount. Adhering to the aforementioned list of sanctioned tools is crucial for defending both our data and IP, preventing their utilization in the training of widely available language models.

1. **Security**

AI platforms are susceptible to cyber threats. Ensure to examine the sanctioned list of AI utilities and converse with the security team about any extra tools you utilize or subscribe to on company devices.

1. **Ethical Considerations**

AI must not be employed to deceive or influence customers inappropriately. Content generated through AI needs to align with ethical standards and our company's principles. To ensure this, AI-created content should undergo a scrutiny process to identify and address any biases, inaccuracies, or potential hazards.

**Training Employees on AI Usage**

Every staff member engaged in AI-assisted content creation must undergo relevant training. This includes understanding the technical use of AI tools as well as the ethical guidelines specified in this policy.

1. **Best Practices for Implementation**

For effective application of this policy, adhere to the following procedures:

1. Gain a comprehensive understanding of the AI system in use, including its functionality and inherent constraints.
2. Confirm that each new employee and current staff member under your supervision is familiar with this policy.
3. With respect to particular tools, either create documentation or utilize company-provided materials to record their capabilities, limitations, and the established company guidelines for their usage.
4. Regularly update your expertise and training to keep pace with advancements in AI technology.
5. **Acceptance**

Engaging with AI in your professional responsibilities implies your commitment to this policy. Any deviation from these guidelines will be addressed earnestly and may result in disciplinary steps, potentially up to termination of your employment. It's important to note that the intention of this policy is not to hinder creativity but to guarantee that AI is used in a responsible and ethical manner. Adherence to these rules allows us to leverage the benefits of AI, while maintaining respect for our customers and staying true to our corporate ethos.

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*Employee Name Signature Date*