

# Control Yours Artificial Intelligence Use and Standards

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The use of Artificial Intelligence (AI) has become widespread across many industries. Ours is no exception. We acknowledge there are varying opinions on the ethical use of AI (we have even had this debate internally). Ultimately, we see many benefits to using the technology *with* caution and intention. To that end and in an effort to provide transparency with our business practices in relation to how we use AI, we have outlined our standards of engagement below.

First, let's be clear about what AI can do well and where there are limitations. AI can be very helpful in many ways. It can reference a large amount of content and quickly craft a well written summary. It can write code in a matter of seconds, compared to minutes/hours if done by a programmer. It can take direction and create content based on that direction. It can intake a large amount of data and return commentary on trends within the data. The possibilities are almost endless.

While AI has many use cases, at this point in time, we must exercise caution around its gaps. It struggles with being uniquely creative and with fact checking. AI learns by referencing very large volumes of information (pictures, stories, songs, etc.). It remembers what it sees most often so when it makes new things it continues to make similar content again and again resulting in unimaginative and flat content. It may also reference false material and return inaccurate responses. It lacks the ability to fact check itself.

With these pros and cons in mind, we use AI thoughtfully to assist us in the following types of work:

- Copywriting - This is a very time consuming part of what we do. We use AI with this work as needed to help spark ideas and craft language for various content. We review every word and adjust where needed to ensure accuracy and to make it sound just right.
- Coding - AI helps us write code as needed and is particularly useful in ensuring the code is accurate and without syntax errors. We test the output to ensure it functions as intended.
- Administrative Tasks - It's like having an assistant who can quickly summarize and organize meeting notes for us.

- Data Gathering & Reporting - Since AI is great with data we ask it to pull data, analyze it, and organize it into a report, which is then reviewed for accuracy.
- Market Research - We know that AI can digest a large amount of information quickly, so it is particularly helpful in searching all of the world wide web and pulling together what's happening in various industries.
- Website Optimization Suggestions - AI can suggest better ways to structure or edit our clients' websites to give them more visibility as people search for their goods or services.
- Wild Card - We will turn to AI in various other circumstances using our Guiding Principle as we engage.
- How we do NOT use AI - We never share or give AI access to any personal security information including login credentials and payment information.

Still have questions on how we use AI in relation to your business? Please reach out! We are happy to schedule some time with you to discuss.

## *Guiding* *Principle*

We use AI as a tool to help us work more efficiently aiming to free up time for our human minds to create truly unique and beautiful content for our clients. We test and ensure quality and accuracy in every instance. Our work is *our* work.