Our Responsible AI Principles

These AI Principles describe our commitment to using technology responsibly and work to establish specific application areas we will not pursue. Our use of AI is guided by human-centered, transparent, ethical, and performance-focused principles that ensure it enhances—not replaces—expertise, creativity, and client outcomes.

1. We believe in the responsible design, development, deployment and operation of AI technologies.
2. We believe in a human-centered approach to AI that empowers and augments professionals. AI technologies should be assistive, not autonomous.
3. We believe that humans remain accountable for all decisions and actions, even when assisted by AI. The human must remain in the loop in all AI applications.
4. We believe in the critical role of human knowledge, experience, emotion, and imagination in creativity, and we seek to explore and promote emerging career paths and opportunities for creative professionals.
5. We believe in the power of language, images and videos to educate, influence, and affect change. We commit to never knowingly use generative AI technology to deceive; to produce content for the sole benefit of financial gain; or to spread falsehoods, misinformation, disinformation, or propaganda.
6. We believe in understanding the limitations and dangers of AI, and considering those factors in all of our decisions and actions.
7. We believe that transparency in data collection and AI usage is essential in order to maintain the trust of our audiences and stakeholders.
8. We believe in personalization without invasion of privacy, including strict adherence to data privacy laws, mitigation of privacy risks for consumers, and following our moral compass when legal precedent lags behind AI innovation.
9. We believe in intelligent automation without dehumanization, and the potential of AI to have profound benefits for humanity and society.

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10. We believe in an open approach to sharing our AI research, knowledge, ideas, experiences, and processes in order to advance the industry and society.
11. We believe in the importance of upskilling and reskilling professionals, and using AI to build more fulfilling careers and lives.
12. We believe in partnering with organizations and people who share our principles.
13. We believe in honoring and respecting the original work of authors and creators.

How We Use AI Today

We embrace AI as a strategic enabler to drive performance, efficiency, and creativity across our agency and for our clients. Our approach to AI is grounded in transparency, human oversight, and results-driven execution, aligning with our mission to help industrial and mid-market businesses grow predictably.

Primary AI Use Cases Today

We currently use AI in the following areas, with human guidance and quality control:

1. Content Creation & Optimization
2. Research & Planning
3. Workflow & Process Automation
4. Creative & Visual Development

AI Applications We Will Not Pursue

In addition to the above objectives, we will not design or deploy AI in the following application areas:

1. Technologies intended to mislead, manipulate, or deceive, as we firmly believe in fostering trust, transparency, and authenticity in all our work.
2. Technologies that gather or use information for surveillance violating internationally accepted norms.
3. Technologies whose purpose contravenes widely accepted principles of international law and human rights.

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About This Document

This is v2 of our Our Responsible AI Principles. It is based on the "The Responsible AI Manifesto for Marketing and Business" published by the Marketing Artificial Intelligence Institute. We are sharing this knowing that it will evolve.

Our hope is that it inspires other marketers and business leaders to think more critically about their development and use of AI technologies, and put responsible AI principles and policies in place to guide their teams moving forward.

You can download a PDF version of this manifesto by clicking **here**. All parts of the manifesto can be used under the Creative Commons license below.

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