GKV Policy for Generative AI Use

Introduction

With the rapid growth of Generative AI (AI) technology, GKV seeks 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.

It is important to point out that the use of AI in advertising began several decades ago. The first use cases of AI in advertising were rooted in automation and basic data analysis. In the late 1990s and early 2000s, we saw the introduction of rule-based systems that automated repetitive tasks such as email marketing and basic ad placement. These systems relied on predefined rules and simple algorithms to execute tasks that previously were handled manually. The mid-2000s saw the development and implementation of programmatic advertising to automate the buying and selling of digital ad space – making the process more efficient and data-driven.

Then the development of AI-powered analytics tools provided actionable insights that helped us understand which messages resonated with specific audiences, identify the best channels and allocate budgets more effectively. Leveraging machine learning and natural language processing allowed advertisers to deliver personalized content and experiences to individual users. We are seeing a rise in the use of AI in customer service chatbots and virtual assistants, and recommendation tools. Most recently, we are seeing an increase in the use of creative automation tools to create ad content including text, images and videos.

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

Role of AI as We See It

At GKV, we view AI as a collaborative tool our very capable employees can use to enhance, accelerate, and scale the work they perform – not replace them. In 2018, as AI and machine learning use was first ramping up, the Harvard Business Review surveyed 1,500 companies regarding AI and its impact on their businesses and found that "firms achieve the most significant performance improvements when humans and machines work together. Through such collaborative intelligence, humans and AI actively enhance each other's complementary strengths: the leadership, teamwork, creativity, and social skills of the humans, and the speed, scalability, and quantitative capabilities of AI."[1]
AI tools used by an agency can assist with the development of a wide array of marketing materials and activities including:

[1] https://hbr.org/2018/07/collaborative-intelligence-humans-and-ai-are-joining-forces

- Copy development
- Image creation/editing
- Creative materials versioning/customization
- Video production/editing
- Code writing
- Social post copy/image development
- Press release development
- Media planning, buying and optimization
- Research initiatives (background, primary, secondary, etc.)
- Presentation development/refinement
- Proofreading/Grammar
- Blog/white paper development
- Meeting transcription
- Language translation
- Data analysis
- Resume review/filtering
- Business development research

In GKV's view, human expertise remains critical to the process. AI relies on human guidance and judgment to function effectively. Human knowledge and experience are fundamental to the success of any project. AI is not infallible but rather is prone to error or "hallucinations" and as such, human oversight and verification is critical for accuracy, safety, ethical considerations and responsible AI usage.

Overview of GKV's AI Use Principles

GKV staff engaged in the use of AI tools in the development of creative content for our clients, must adhere to the following principles. These principles will be reviewed and updated routinely as additional AI advances are made that impact the advertising industry and business community in general. It is our collective responsibility to think critically about the use of these emerging technologies and if you have concerns err on the side of caution or consult with your colleagues.

GKV has formed an internal AI Work Group responsible for the safe, transparent, efficient, ethical and legal use of AI in our work for our clients. GKV's internal Work Group is comprised of our co-creative directors, head of digital production management, our director of information technology, representatives from our account management, creative, media, and analytics and reporting departments and our COO. Additional GKV staff will be added or consulted on an as needed basis.

Please note that GKV and its employees will adhere to and comply with any and all client AI policies and procedures that differ from or are more stringent than those outlined in this document.

AI Use Principles

Integrity and Client Confidentiality

- We use extreme caution with confidential client information in AI tools, avoiding submission of sensitive data unless a) explicitly authorized in writing by the client

and/or b) we have platform assurances that such data will not be used for training publicly available models.

Transparency and Disclosure

- We are transparent about our use of AI, acknowledging its role in content creation through statements, discussion, disclosures or contract inclusions. We disclose the use of AI early in the process of a project to clients and partners as part of our commitment to transparency.

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. Edits and modifications must be documented. This policy requires a multi-stage review by both creative and technical staff to ensure quality, brand alignment, and review for potential errors or biases.

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. We fact-check using a different source prior to using the outputs prior to client review, approval and public use.

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 for our staff. 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 reviewing for biases, gaps or underrepresentation 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.

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 IT team (and other relevant stakeholders) to ensure data protection.

Training and Best Practices

- We have established clear guidelines for AI use, conducting regular training to avoid legal and ethical risks. The guidelines will be reviewed and updated as

additional AI advances are made.

Legal Compliance

- To the best of our ability, we, in conjunction with our outside legal counsel and our national trade association (4A's), ensure that our AI usage is aligned with legal requirements, including intellectual property rights, privacy, and data protection laws.

Continuous Monitoring and Adaptation

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

AI Tools Currently in Use or Under Consideration

- **Adobe Creative Cloud**
- **Adobe Experience**
- **Adobe Firefly:** Image generation, typography generator
- **Amazon Ads AI Tools**
- **Canva**
- **ChatGPT:** Springboard for campaign naming and themes, condensing copy
- **Claude AI**: Springboard for campaign naming and themes, condensing copy, reviewing documents
- **DALL-**E 3
- **Eleven Labs:** VO and sound effects generator
- **Google Ads AT Solutions**
- **Google Gemini:** Idea Starters and Image generation
- **Grammarly**: Spellchecker and ai write bot assistant
- **HeyGen:** Avatars, multilingual video production andf localization
- **Jasper ai:** Specific engine made for marketing. Locks in proprietary info into closed loop.
- **Meta Advantage+**
- **Microsoft Copilot**
- **Midjourney:** Image generation
- **Pencil AI:** AI-powered platform designed to help brands and agencies create, test, and optimize their digital ad creatives.
- **Photoshop:** Generative Fill
- **Phrasee:** Optimizing ad copy and meta descriptions for search engines
- **Premier Pro:** Transcription
- **Runway**: Video Generation
- **Sprinklr AI+**
- **Synthesia:** Spokesperson and training videos
- **The Trade Desk**

AI Usage Documentation, Prompts and Recordkeeping

GKV has developed a system to track the usage of AI tools in creating content for our clients to ensure clear and transparent disclosure. As part of this process, at the start of any client project that AI tools will/could be used, the agency employee assigned (account, creative, media, DPM, analytics, etc.), must include the following

information in the appropriate section of Wrike, GKV's internal project management system:

- AI Platform Used (Midjourney, ChatGPT, Dall-e, Copilot, Canva, etc.)
- Use -- Brief description of the use which could include copy, imagery, graphic design, etc.

For any AI Platforms that require a detailed prompt(s) when initiating or refining a new project, GKV's policy requires that all employees must retain their prompt activities with each platform in their individual accounts to insure the proper recordkeeping. At any time, GKV or a client may request a transcript of the prompts used on a specific project(s). In addition, GKV will periodically audit prompt histories and recordkeeping to ensure that the policy is being adhered to.

Reverse Image Searches

All employees should perform reverse images searches on google to see if any images created are copyrighted. To perform a reverse Google image search, follow the steps shown here: https://zapier.com/blog/how-to-reverse-image-search/

Employee Compliance

Each Agency employee (existing and future) is required to review and sign a copy of the Agency's policy indicating their commitment to strictly abide by the policy.

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