

HypeCloud.ai Podcast – AI Use Policy

Responsible AI should be just a catchphrase. At *HypeCloud.ai*, we use artificial intelligence to enhance our storytelling, spark insight, and support human creativity. We strive to do that ethically and responsibly. We believe it is important to be transparent with our listeners.

This AI Use Policy outlines how and why we use AI in the production of our podcast, to help you decide on your level of trust and the integrity you place in our content.

Many services we use daily to produce our podcast incorporate AI features, including navigation and word processing. We acknowledge their use, but believe they are beyond the scope of this policy because they are common “everyday” uses.

We acknowledge the power of humans to use AI services to do harm in a myriad of ways, including by assisting in manipulation and unethical persuasion for ideological and commercial gains, the production of misinformation, false information and fake images and audio. [HypeCloud.ai](#) pledges to promote ethical information but accepts that, through the voicing of opinions, and various limiting factors (including the resources available to the producers and the time devoted to discussing issues) that a truly balanced approach is not always achievable.

1. Purpose of the podcast

[HypeCloud.ai](#) is an opinion-based show with the goal of raising awareness of, and discussion about, the ethical and responsible use of AI by individuals and organisations. Segments will focus largely on generative, agentic and discriminative AI services used in organisational management and media, communication and entertainment services.

It is not a news podcast, and does not cover all areas of AI use.

The views expressed are those of the individuals speaking them, and not necessarily those of all [HypeCloud.ai](#) podcast producers.

2. Purpose of AI Use

We use generative AI tools in limited and clearly defined ways to:

- Assist with drafting and editing of scripts, show notes and other related material (including this policy)
- Generate summaries for research and promotional content
- Enhance audio quality through AI-assisted audio editing, which includes transcription, noise reduction, or voice cleanup
- Brainstorm ideas for titles, episode themes and promotion
- Support research and content planning
- Use voice cloning to assist in producing clearer audio and to ensure accuracy. Typically, this will involve replacing one or two spoken words with exactly the same words synthesised to help clarity, or replacing a fact, such as the word “20 per cent” with “23 per cent” when a mistake is found in post-production.

AI is used as a support tool in the production of the podcast, not a substitute for the choice of topics discussed, human insight or editorial judgment.

3. What AI Does *Not* Do

We do *not* use AI to:

- Generate fake interviews or impersonate the voices of guest
- Replace the voices of our hosts or guests, except to correct an incorrect word or phrase
- Fabricate news, facts or quotes
- Create deepfakes or misleading content

All conversations and interviews are conducted by real people, and we prioritise authenticity in every episode.

4. Human Oversight

All AI-generated content is reviewed, edited, and approved by our team to ensure accuracy, quality, and alignment with our values. Final editorial control always rests with the podcast's human producers and hosts.

5. Transparency and Trust

Where significant use of AI has contributed to an episode's content (e.g., an AI-assisted script or summary), we will disclose that in the show notes or during the episode.

6. Our Commitment to Ethical AI Use

[HypeCloud.ai](#) podcast producers commit to:

- Being informed about evolving AI ethics and best practices
- Using AI tools that align with our vision of being open, honest and transparent
- Avoiding biases or inaccuracies introduced by AI tools
- Not sharing personal information of our guests or listeners with AI tools
- Being transparent with our audience about how AI supports our work
- Correct errors made in podcasts within a reasonable timeframe, either by updating published podcasts and show notes, or providing clarification in a following episode.

7. Feedback Welcomed

If you have questions or concerns about how we use AI, or if you have suggestions about how to improve our approach, we'd love to hear from you. Contact us at ross@hypecloud.ai or bonnie@hypecloud.ai.