

MARIT DIGITAL AI POLICY

This AI Policy outlines Marit Digital's guidance for AI usage.

This is an evolving document. If you have questions about the applications of the document, please communicate with the team.

Purpose

This policy aims to affirm Marit Digital's commitment to using Artificial Intelligence (AI) ethically across our services and operations. We endeavor to harness AI responsibly and transparently, benefiting our clients, employees, and society. Rather than limiting creativity or innovation, this policy ensures our AI practices align with our values and respect client rights.

Scope

This policy applies to all AI-related activities at Marit Digital. These include using and developing AI systems, as well as any partnerships and collaborations involving AI.

Principles

Transparency

At Marit Digital, we use AI to support content development, guided by internal standards for transparency, accountability, quality, and privacy. These standards help us prevent bias, protect data security, and uphold our ethical marketing practices. AI assists in content creation, but human expertise always shapes and reviews the final work to ensure alignment with audience needs and recognition of AI's limitations. We talk openly about why AI-driven decisions are made.

Tool Selection

The following is a non-comprehensive list of AI tools that have been approved for use in our company:

- Perplexity.ai

- Google Gemini
- Writer
- Sembly Notetaker
- Google Translate

Accountability

AI is a supportive tool, not a substitute for sound judgment. Our policy mandates that humans must always review AI-generated content before publishing. Should any issues arise from AI-assisted content, we will take responsibility and address them promptly. A human will always oversee each step to ensure reliability.

Addressing Specific Issues

BIAS

AI systems learn from the data they are trained on and can unintentionally carry forward existing biases in that material. While language models often have filters to reduce bias or harmful outputs, these measures alone are not sufficient. We check all AI-generated content carefully to ensure it is both as inclusive and accessible as possible.

PRIVACY & SECURITY

We are committed to protecting the privacy of our customers and safeguarding our intellectual property (IP). We uphold user privacy by strictly following all relevant laws, regulations, and best practices. To achieve this, we use only approved AI tools with reliable privacy policies, and customer data (beyond name and email) will never be entered into AI tools or language models not on our approved list. This approach ensures our data and IP remain secure and are not used to train publicly accessible models.

ETHICAL CONSIDERATIONS

AI will never be used to mislead or manipulate customers, and all AI-generated content must align with our corporate values and ethical standards. We focus on fairness across age, gender, ethnicity, sexual orientation, and disability. We know that biases can be in the models' training data, so we always check the results to make sure they are inclusive and true in our communications.

IMPERSONATION

Marit Digital's policy prohibits employees from using AI to impersonate any individual without their explicit permission. While AI technology can replicate the style of public figures, we do not engage in this practice.

Acceptable Use Cases Of AI

- Summarize lengthy articles, press releases, or academic papers to highlight key points and statistics.
- Review large datasets for insights, or to extract subsets of content.
- Explain or define complex concepts and acronyms.
- Review content for errors or to enhance clarity.
- Evaluate articles and propose section headings or headlines.

Training Employees on AI Usage

All employees engaged in AI content creation will undergo appropriate training that addresses both the technical aspects of AI usage and the ethical considerations detailed in this policy.

Collaboration and Engagement

We work with industry leaders, clients, and others to help people use AI in a responsible way. Our commitment extends to actively participating in public discussions and contributing to the formulation of AI ethics standards and guidelines.

Policy Review

This policy will undergo regular reviews and updates to maintain its relevance and effectiveness. We encourage feedback from our employees, clients, and other stakeholders to enhance our approach to AI ethics.

Conclusion

For questions or concerns related to Marit Digital's ethical use of AI, please contact us at info@maritdigital.com.

This policy is a living document that reflects Marit Digital's commitment to the ethical use of AI. We strive to uphold these principles in all our AI activities and to contribute positively to the global AI ecosystem.