

# Considered By Design AI Ethics and Usage Policy

## 1. Purpose

This policy sets forth the framework for the ethical and intentional use of Artificial Intelligence (AI) at Considered By Design. It reflects our dedication to using technology in ways that align with our mission to create meaningful and positive impacts on business, culture, and the planet.

Our objectives include:

- Ensuring team members are informed about AI advancements and its role within our operations.
- Encouraging a culture of innovation where AI is explored responsibly to enhance our capabilities while minimizing risks.
- Upholding transparency and ethical standards in AI usage, reflecting our commitment to integrity and client trust.
- Complying with all applicable legal and regulatory requirements related to AI.

## 2. Applicability

This policy applies to all Considered By Design employees, contractors, consultants, and partners. It governs the use of AI across all activities, projects, and services provided by the company.

## 3. AI Usage Guidelines

### 3.1 Ethical AI Integration

We embrace AI as a tool to improve our processes and service offerings, including:

- Automating repetitive and administrative tasks.
- Assisting in content creation and creative processes.
- Enhancing data analysis and strategic decision-making.
- Streamlining internal workflows and communications.

AI must be employed in a way that is secure, transparent, and consistent with our core values of purposefulness, responsibility, and sustainability. Our approach to AI is guided by principles that prioritize:

- Human-centric outcomes and respect for individual rights.
- Inclusivity and fairness, avoiding biases or discriminatory practices.
- Data security and privacy, with stringent measures to protect sensitive information.
- Clear communication about AI use to all relevant parties, ensuring accountability and transparency.

#### **4. Privacy and Data Security**

All data used in AI systems must be handled with the highest standards of confidentiality and integrity. We are committed to complying with data protection laws and implementing best practices to safeguard personal and sensitive information.

#### **5. Compliance and Accountability**

AI use at Considered By Design must adhere to relevant laws, including those related to intellectual property, consumer rights, and privacy. We will continually assess our AI practices to ensure compliance and uphold our standards of ethical responsibility.

#### **6. Quality Assurance and Governance**

All outputs generated by AI systems must undergo thorough review for accuracy, relevance, and appropriateness. Team members are responsible for overseeing AI-driven content and correcting any issues related to bias or inaccuracy.

#### **7. Data Use Protocols**

To protect our data integrity:

- Only approved data should be used in AI platforms, ensuring it is free from sensitive content.
- Data should be anonymized whenever possible to maintain privacy.
- Data usage must be specific to the intended AI purpose and not exceed necessary scope.

#### **8. Partner and Vendor Oversight**

When collaborating with external AI providers, Considered By Design will ensure robust vetting processes are in place. We will establish clear agreements to protect data privacy and compliance with industry standards.

#### **9. Training and Continuous Learning**

We are committed to providing ongoing education and resources for our team to stay informed about the ethical use of AI. Feedback and concerns related to AI usage should be promptly communicated to leadership.

#### **10. AI Tools in Use**

We utilize various AI tools to enhance our work, including but not limited to:

- Generative design tools.
- Automated content and image creation platforms.
- Predictive analytics and data visualization software.
- Digital assistants and automated communication tools.

#### **11. Policy Violations**

Any breach of this policy may result in disciplinary measures, including termination. Serious infractions, particularly those involving unlawful activities, will be reported to appropriate authorities.

**12. Associated Policies**

This document should be read in conjunction with our broader set of policies, including our Data Protection Policy and Information Security Guidelines.

**13. Review Schedule**

This policy will be reviewed regularly and updated as necessary to stay aligned with technological and regulatory developments.

**14. Effective Date**

This policy is effective as of 1 September 2024. Version 1.0.