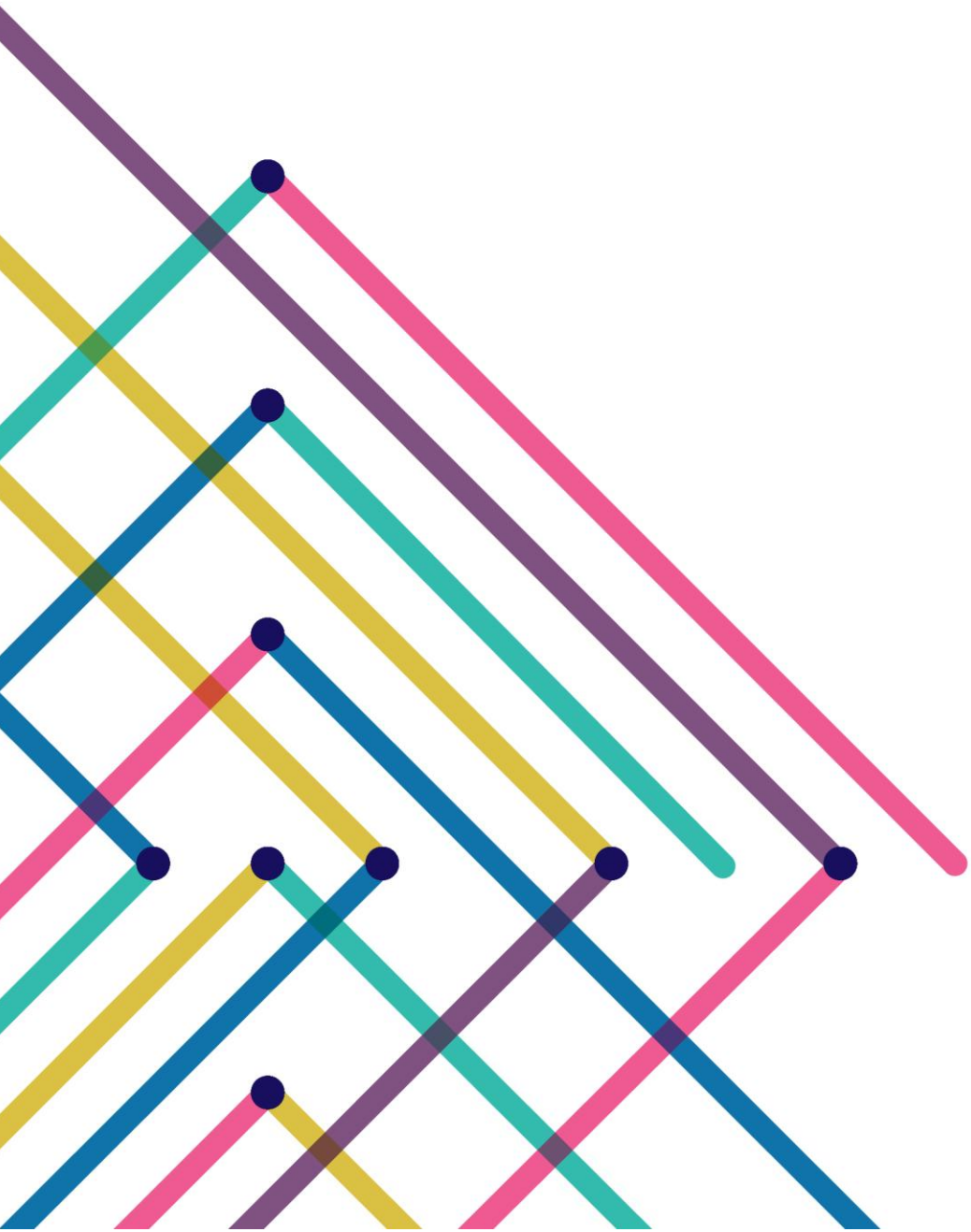
Footprint Digital
AI Policy



FOOTPRINT DIGITAL

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Executive Summary

At Footprint Digital, we're keenly aware of the rapid advancements in and transformative power of AI, and its growing role in digital marketing, tools, and software.

Footprint Digital has always been at the forefront of technical evolution, and AI is no different. We maintain our commitment to technical innovation by proactively exploring the capabilities of artificial intelligence within our workflow. We are fostering internal expertise through collaborative discussions, and strategically evaluating the potential of AI ahead of controlled implementation.

We are dedicated to leveraging AI to elevate our creative output and operational efficiency, whilst maintaining a strong focus on responsible, ethical, and sustainable AI adoption.

We will always strive to uphold our company values, and we will never compromise on our standards of excellence. We understand the importance of a cautious approach and will not rush into AI adoption without thorough testing and careful consideration, viewing AI tools initially as learning aids. Every application of AI in client-facing work will undergo rigorous testing to ensure that it meets our high standards.

We will:

- √ **Use AI to enhance human work, not to eliminate it**
  We may use AI tools to enhance our work, but human expertise will continue to lead the way.
- √ **Adopt AI-powered insights, not AI-driven services**
  Whilst AI-powered tools may help to support a task or strategy, all services will retain skilled human-centric execution.
- √ **Create AI process or agents to improve efficiency**
  We're committed to leveraging AI to improve efficiency, aiding or eliminating repetitive tasks, and freeing our team to focus more on expert driven strategy and consultation.
- √ **Remain conscious of the responsible, ethical, and environmental impact of AI**
  AI's impact demands ethical focus. We must monitor biases, environmental implications, and misuse to ensure responsible, beneficial AI adoption for everyone.

We will not:

- × Replace human insight, expertise, and intelligence.
- × Replace human judgement, innovation, or interaction.
- × Make strategic or commercial decisions based on AI alone.
- × Deploy AI automation without human oversight.
- × Utilise AI without human moderation.
- × Use AI to dictate marketing strategy.
- × Permit usage of identifiable brand information within AI tools.
- × Permit usage of personally identifiable information within AI tools.
- × Allow generative AI tools to use data for learning.
- × Permit the usage of AI tools/systems that have not been extensively vetted and tested.
- × Use AI without consideration towards the environmental impact.
- × Use AI for the sake of using AI.

Our Commitment to Responsible and Ethical AI

At Footprint Digital we are dedicated to the responsible and ethical development and application of Artificial Intelligence. For us, responsible and ethical AI goes beyond mere compliance; it's about actively shaping a future where AI is a force for good.

What is Responsible AI?

While definitions of 'responsible AI' may vary, we believe responsible AI is an approach to developing, deploying, and using artificial intelligence systems in a way that prioritises ethical considerations and societal well-being.

We believe responsible AI is about building trust in AI by aligning its development and use with human values and ethical principles, proactively addressing potential harms or failures, ensuring AI is used for good and beneficial purposes, and maintaining human oversight and control.

What is Ethical AI?

Similarly, while definitions of 'ethical AI' can differ, at Footprint Digital, we believe ethical AI refers to the set of principles and practices designed to ensure that artificial intelligence technologies are developed and used in a way that aligns with human values and moral principles.

We believe that AI usage should be:

- Fair and Unbiased
- Transparent
- Accountable
- Reliable and Safe
- Privacy Focused

Our Commitment

Our commitment is rooted in a shared understanding of responsible and ethical AI, which we define by several key principles:

1. **We retain our values.** We ensure that all AI applications are meticulously aligned with our core company values, fostering a culture where technology serves to enhance, not undermine, our ethical standards.

2. **We prioritise transparency.** We believe in open communication regarding our AI practices, as exemplified by this policy, to build trust with our clients, providing clear and accessible information about how and when we use AI.

3. **We embrace full accountability.** We acknowledge our responsibility for the outcomes of any AI-supported process or decision, proactively monitoring and evaluating its impact. This includes a commitment to continuous learning and adaptation, ensuring our AI practices evolve in step with emerging ethical considerations and societal expectations. We strive to build AI systems and processes that are not only powerful but also trustworthy, equitable, and beneficial for all.

AI and Digital Sustainability

As marketers, and responsible businesses, it's our job to ensure that we are balancing smart marketing and progress with AI's environmental impact.

Whilst AI can be more efficient for humans, it also has a big impact on the planet.

Beyond the carbon emissions of using AI in general, we also have to consider the Carbon Footprint of Training Models, and the vast amount of E-Waste produced and discarded.

> **High Energy Consumption:**
> AI models need a lot of computational power for training, which consumes large amounts of electricity, often sourced from non-renewable energy.
>
> **Data Centre Emissions:**
> AI systems rely on massive data centres to store and process data. These facilities require constant cooling and maintenance, leading to substantial energy consumption and carbon emissions.

Our team must always consider whether using AI is necessary, and whether the benefits of using AI outweigh the costs to our planet.

At Footprint Digital:

- × We will not use AI for the sake of using AI
- √ We will always consider the best way to approach any activity, which includes our consideration of AI and tools.

What This Means for You?

At Footprint Digital, our commitment to ethical AI is deeply intertwined with our dedication to delivering exceptional value to our clients.

We believe that responsible AI implementation directly translates into significant client benefits, including:

Improved Efficiency:

- √ AI-powered automation streamlines processes and optimises workflows, alleviating repetitive administration tasks, leading to increased productivity.

Strengthened Human Engagement:

- √ By leveraging AI to boost our team's productivity, we free up valuable time that we reinvest in providing our clients with more personalized, hands-on expert support and consultations.

Data Driven Insights:

- √ AI allows us to process and analyse large amounts of data, which in turn gives our clients valuable insights into their own data. This can help them to make better informed business decisions.

We are committed to transparency in how we use AI, ensuring that our clients understand the benefits and can trust in the security of our systems. We are also committed to accountability and will always take responsibility for the actions of our AI systems. Our goal is to use AI to improve our clients' experience, and to provide them with a better service.

Example AI Use-Cases

This policy serves as a general guideline. While it is not exhaustive, the following examples illustrate potential applications of AI within our agency.

Keyword Research

To enhance our keyword research process our team may use AI-powered tools such as Gemini, ChatGPT, and Claude.

These tools are particularly valuable for keyword ideation and expansion, enabling us to efficiently generate a range of relevant search terms, provide broad insights, uncover emerging trends, and identify niche opportunities, facilitating a comprehensive understanding of search demand and intent.

The use of AI in this case improves efficiency, alleviating elements of manual research, but will always be governed by human intelligence and common sense.

We may also use these tools to help with keyword classification and segmentation, again to alleviate previous manual efforts.

Content Ideation

We will never use AI for content creation.

Our team may leverage AI tools like Gemini, ChatGPT, and Claude to enhance our content ideation process.

These platforms serve as valuable resources for generating diverse content concepts and identifying potential themes and narrative threads.

By utilising AI in this manner, we aim to augment our creative process, fostering more efficient approaches to ideation.

AI may also be utilised to generate draft or placeholder copy for the purpose of visualizing conceptual ideas, but not the final written product.

Note Taking & Real-Time Transcription

Our team may use AI tools to such as Otter, Fireflies, or Fathom for real-time notetaking and meeting transcription.

AI can transcribe audio and video recordings much faster than humans, alleviating the administrative task of manual notetaking, allowing our team to be more present during meetings and quickly access and review meeting content.

Image Generation

Our team may utilise generative AI image tools such as Imagen3, Midjourney, and DALL-E to create digital assets to support web copy such as blog articles. We will never utilise or publish generative AI assets without approval.

AI Experimentation and Adoption Toolkit

The AI tools listed below are those currently being explored within our agency. While this list may not encompass every AI tool explored, it accurately reflects our active usage.

We are committed to maintaining an up-to-date record and will regularly revise this list as our toolset evolves.

Tool	Purpose	Policy Documentation
ChatGPT	Generative Text & Ideation	OpenAI Privacy Policy
Claude	Generative Text & Ideation	Anthropic Privacy Policy
Gemini	Generative Text & Ideation	Google Workspace Privacy Hub
Co-Pilot	Generative Text & Ideation	Copilot Privacy and Protections
Imagen3	Generative Imagery	Google ImageFX FAQs
Midjourney	Generative Imagery	Midjourney Privacy Policy
DALL-E	Generative Imagery	OpenAI Privacy Policy
Otter.ai	Notetaking & Transcription	Otter.ai Privacy Policy
Fireflies	Notetaking & Transcription	Fireflies.ax Corp Privacy Policy
Fathom	Notetaking & Transcription	Fathom Privacy Policy

Data Privacy and Security

We recognise the critical importance of data privacy and security in the context of AI tool usage, and we are committed to upholding stringent data privacy and security standards in our application of AI tools.

Data Protection Measures

We maintain a strict policy against inputting confidential information into AI tools. We may employ anonymisation techniques for data for use in AI tools but will not include sensitive or identifiable information in any execution.

Furthermore, we implement rigorous measures to prevent client-related data from being processed by Large Language Models (LLMs) such as ChatGPT.

Our company ChatGPT account has the following settings in data controls set to 'off':

- Personalisation > Memory
- Data controls > Improve the model for everyone

Our company Google Workspace account (including Gemini) also prevents data from being used to training LLMs:

> *"User prompts are considered customer data under the Cloud Data Processing Addendum. Workspace does not use customer data for training models without customer's prior permission or instruction"*

Our policy dictated that:

- √ Only verified company tools are permitted.
- × Employees are not permitted to utilise personal AI tools at work.

Questions or Concerns?

We understand that the adoption of AI is a relatively nascent field for many organisations, and its implications are subject to differing interpretations. We are dedicated to providing clear and transparent information regarding our AI usage and are readily available to discuss our practices with our clients.

If you have any questions or concerns surrounding our adoption of AI, please contact us and we'll be happy to discuss it with you.

Policy Changelog

Date	Change Notes
13-03-25	Policy Published