

# Babel PR – Artificial Intelligence Policy

As one of the UK's leading technology PR and content creation agencies, we have been following the development of artificial intelligence technologies closely, and particularly generative AI. We believe AI has the potential to enhance the work we undertake on behalf of our clients – in how we research and design campaigns, how we develop and distribute content and how we monitor and measure outputs.

Despite our enthusiasm for AI, we recognise that our clients, and the audiences we address, will have questions relating to the quality and authenticity of any AI assisted activity and will rightly be concerned about the protection of their intellectual property and confidential information. AI technologies are also developing rapidly and none of us know the future ramifications. With that in mind we have implemented the following AI policy framework at Babel:

1. **Confidential information:**

AI platforms are typically owned and operated by third party organisations and no guarantee can be given that information entered into those platforms will not be seen by or shared with third parties. As a result, no confidential client information will be shared with any AI platform without the express permission of the relevant client.

2. **Ethical Use of AI:**

We commit to using AI technology in an ethical and responsible manner, adhering to legal and regulatory requirements regarding privacy, data protection, and discrimination.

3. **Transparency:**

We will strive to ensure transparency in the use of AI systems. Clients and stakeholders will be informed about the implementation of AI technology and its potential impact on their interactions with the agency. When AI algorithms are used to generate content or make decisions, we will provide explanations, whenever possible, to clients, customers, and relevant stakeholders about the factors and considerations involved.

4. **Accountability and Human Oversight**

We recognise that AI systems are tools and that human oversight and judgment are crucial. AI technology will complement and support human decision-making rather than replace it entirely. As an example, copy for this policy was partly generated using an AI platform and has been reviewed and amended as appropriate.

5. **Bias Mitigation and Fairness:**

We will actively work to mitigate biases in AI systems, particularly those that could impact public perception or perpetuate stereotypes.

**6. Continuous Learning and Improvement:**

We will stay informed about advancements in AI technology, industry best practice, and evolving ethical considerations. We will allocate resources to ongoing training and education to ensure staff members are well-equipped to understand and handle AI systems responsibly. We will foster a culture of continuous improvement, encouraging feedback from clients, employees, and stakeholders to refine AI policies and practices over time.

**7. Public Communication:**

We will communicate our AI policies and practices to clients, customers, and the public in a clear and accessible manner. We will be open to addressing concerns, enquiries, and feedback regarding its use of AI, and will provide avenues for individuals to seek clarification or raise ethical issues.

**8. Compliance and External Standards:**

We will comply with all applicable laws, regulations, and guidelines related to AI and data privacy. We will actively engage with relevant professional associations, industry groups, and regulatory bodies to stay informed about emerging standards and best practices in AI ethics and adopt them as appropriate.