

# BOLDLYTICS

## AI Use & Ethics Policy

Creative Performance Studio  
US Aesthetic Market — 2025–2026

### Our Commitment to Transparency

AI is integrated into the Boldlytics system as an accelerant — not a product, not a gimmick. Our clients have been burned by opaque vendor systems that make AI claims without explaining what AI actually does. Transparency about how AI is used — and how it is not — is non-negotiable. This document is delivered to every client before engagement begins.

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### ✓ Permitted AI Uses

All AI-assisted outputs listed below go through a documented human review step before publication or deployment. No AI output reaches a client's audience without explicit human approval.

#### **Creative Multiplication**

Generating 10–30 compliant variations from one validated real asset. Base assets — consented patient imagery, product shots, clinic environments — are always real. AI handles variations only: lighting, backgrounds, composition.

#### **Product & Device Imagery**

AI-assisted backgrounds and lighting for skincare products, lasers, RF devices, and LED masks. Physical product is always real and unaltered.

#### **Conceptual & Brand-World Imagery**

Abstract skin textures, ingredient visuals, faceless lifestyle imagery, and organic shapes for upper-funnel trust-building and organic content.

#### **Creative Testing & Scoring**

AI-assisted variant testing via Meta Advantage+, Google Performance Max, DAIVID, and Toluna ACT at element level (headline x image x CTA). Used to identify which combinations drive bookings — not to fabricate results.

#### **Analytics & Attribution**

AI-enhanced anomaly detection in HIPAA-compliant analytics stacks. Identifies performance drops, fatigue signals, and attribution gaps. All findings reviewed by human analysts before action is taken.

#### **Content Drafting**

AI-assisted first drafts of educational copy and captions. All content reviewed and approved by humans before publication. No medical claims auto-published.

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## X Prohibited AI Uses — No Exceptions

The following uses are explicitly banned at Boldlytics. These are not policies that bend under client pressure or competitive urgency. They are absolute boundaries.

- Fabricated or AI-altered before/after patient results
  - AI-generated faces positioned as real patients or real outcomes
  - Auto-published medical claims without licensed practitioner review
  - AI that offers diagnostic advice or outcome guarantees
  - Non-HIPAA-compliant tools handling any patient-adjacent data
  - Synthetic testimonials or fabricated client endorsements
  - AI replacing human strategy, compliance review, or clinical expertise
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## Named Tools & Platforms

We name every AI tool in use rather than hiding behind vague 'AI-powered' claims. Current tools in active use:

| Tool                      | Purpose  |
|---------------------------|--|
| Meta Advantage+           | AI-assisted campaign bidding and creative testing              |
| Google Performance Max    | AI-driven campaign optimization across Google inventory        |
| DAIVID                    | Creative performance scoring and variant analysis              |
| Toluna ACT                | Audience-level creative testing and element-level optimization |
| CallRail HIPAA            | HIPAA-compliant call tracking and attribution                  |
| Liine                     | AI-assisted call analytics for healthcare practices            |
| Freshpaint / Ours Privacy | HIPAA-compliant patient journey attribution layer              |

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## HIPAA Compliance & Data Handling

All tools handling patient-adjacent data operate under signed Business Associate Agreements (BAAs). No patient health information (PHI) passes through non-compliant platforms. Attribution infrastructure is built on HIPAA-safe stacks from day one — not retrofitted after a compliance concern arises.

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## Human Review Requirements

- Every AI-assisted creative output is reviewed by a human before publication
- Every AI-drafted caption or copy is approved before it reaches an audience
- Every attribution anomaly flagged by AI is validated by a human analyst before action
- No medical or treatment claims are published without licensed practitioner review
- Client retains final approval on all content before it goes live

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This policy is reviewed and updated as new tools are adopted. Last updated: Q1 2026.