



## POLICY ON USE OF GENERATIVE AI

### My commitment

I am dedicated to building trust in the content I create for presentation and/or publication.

### Where I use generative AI

I use generative AI as a support tool, not a replacement for my own creativity and judgment, in the following tasks:

- Compiling research I've gathered outside of the generative AI platform into a first draft of structured content.
- Helping to structure content and testing alternative approaches (but not writing full body copy, as it often takes me more time to edit that copy than it takes to write it myself).
- Adjusting the tone or format of written content to suit different audiences or distribution platforms.

### My rules for when I use generative AI

- I align my AI usage with ethical standards that promote fairness and societal well-being.
- I maintain human oversight and accountability in all AI-assisted processes to ensure accuracy and relevance.
- Where settings allow, I set AI tools to restrict it from using the information I provide for model training purposes.
- I avoid uploading complete sets of confidential client information (such as business plans, presentations, analyst reports, proprietary data, or sensitive communications) into AI platforms.
- I perform checks against credible sources for plagiarism, copyright or trademark infringement, and factual accuracy on all AI-generated outputs.
- I disclose the use of AI-generated content when it plays a substantive role in my work. In these cases I consider fair adjustments to fees and/or deliverable quotas and communicate any adjustments to clients.
- I use AI-detector tools to verify content that I suspect has been substantively generated by AI.
- I don't submit AI-generated editorial content to media.
- I don't use AI-generated content in my presentations.
- I don't create or knowingly distribute deepfakes, misinformation, or disinformation.
- I don't prompt AI-generative tools to mimic the style of specific content creators or thought leaders.
- I don't use content created with the assistance of AI without rigorous human oversight and approval.

### Version control

v1: 29 January 2026

### Notes:

- *While I have been using generative AI in the manner described above since January 2023, this policy was only created and published 29 January 2026.*
- *This policy may not be copied or used otherwise – in part or in full – by anyone or anything without prior written consent and proper reference.*