



AI-Assisted Services Policy

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A large, stylized graphic on the right side of the page. It features the letters "AI" in a bold, blue, sans-serif font, centered within a circular, futuristic design. The design includes concentric circles, a dashed ring, and various geometric shapes, all in shades of blue, creating a high-tech, digital aesthetic. The background of the entire page is a dark blue gradient with faint, glowing lines and shapes, suggesting a network or data flow.

Artificial intelligence is rapidly reshaping business and marketing. This AI-Assisted Services Policy summarizes when and how Signal is using AI.

While we are constantly experimenting with AI technologies to drive efficiency and performance across all business functions, we primarily use generative AI for:

- Speech-to-text transcription
- Content summarization
- Outline generation
- Copywriting and copyediting
- Data analysis and reporting
- Ideation and brainstorming

This largely applies to the generation of text, data, code, and images, but this may also include video or audio generation.

When, Where & How We Use AI

Our policies will evolve as new technologies, legal guidelines, ethical standards, and best practices are available. Here's our current stance on the use of AI in our business and client services:

- We may occasionally use AI technologies in service delivery. Our reason for doing so will always be for the client's benefit: to increase efficiencies, accelerate speed to market, or improve performance.
- Clients may decide if and how AI will be used in the creation of a client's marketing assets. Signal will follow any AI policies or guidelines provided by each client.
- We will make every effort to protect the client's confidential and proprietary information and data, based on publicly available information about AI tools' data privacy measures, training model methodology, and best practices.

AI and Copyrights

The use of generative AI has brought with it many complex issues surrounding copyright, intellectual property and legal ownership. Some of these controversies remain unresolved, and best practices will emerge and develop as the technologies evolve. For the time being, the following major copyright issues must be addressed:

- Generative AI carries some degree of inherent risk of copyright violation, depending on the subject matter being generated and how much the AI system draws from an existing copyrighted source.
- Under current U.S. law, work produced by AI is not protected by copyright.

Signal's policy is to respect copyright and to avoid knowingly violating any copyrights. We will strive to use generative AI systems that are trained on legally cleared and licensed source data and exclude unauthorized copyrighted material, to the best extent possible. We will avoid generative AI systems known to be unethical or problematic in terms of copyrighted sources.

In regard to lack of copyright protection for generative AI output, Signal will continue to recognize the importance of delivering work whose ownership will be free and clear for our clients. Particularly in the case of brand materials, thought leadership writings, and other substantive pieces of intellectual property, we will use AI tools only in preliminary stages of development — never for generating a final deliverable.

Some projects, however, may involve assets where copyright is not applicable or not a concern. For example, charts derived from data sources not owned by the client, or generic language and imagery used for a holiday greeting message. We will consider generative AI tools to be generally appropriate in such copyright-free situations, discussing particular instances with clients on a case-by-case basis. To keep everyone on the same page, we will categorize work as “copyright assets” vs. “copyright-free assets.”

Usage Guidelines

Broadly speaking, in our agency AI can be used to:

- Brainstorm, conduct general background research, and develop ideas.
- Summarize, outline, and organize information or data.
- Create internal documents, informal messages, and copyright-free assets.
- Rewrite or repurpose content into different lengths or formats.

Team members must always follow these guidelines when using AI:

1. **Never enter personal, sensitive, or confidential information into any generative AI tools.** This includes information that could be used to identify someone, data about users, clients, competitors, or individuals, private notes, and trade secrets.
2. **Always adhere to client AI policies.** By default, Signal will follow its established AI policies and guidelines. However, our clients always have final say how AI is used in the creation of their marketing assets. Team members must follow any AI policies or instructions provided by clients.
3. **Be accountable for the final product.** Team members are responsible for their use of AI tools and how that output is used in their work. This includes: factual accuracy, spelling, grammar, and protection of personal and confidential information. All facts must be independently verified through trustworthy third-party sources.
4. **Enhance human work.** Tools aren't meant to replace the expertise, insights, creativity, and critical thinking that team members bring to their roles. Team members are to use AI strategically to improve their work, abilities, and productivity.