BIRD COMM
Creative Health Communications

AI Policy

Audience: Bird Comm clients, our staff, associates and partners.

Overview

Human creativity is essential to producing the highest quality work for our clients.

The use of Generative Artificial Intelligence (GenAI) has expanded rapidly in recent years and is likely here to stay. At Bird Comm, we recognize GenAI's potential benefits while holding a strong belief that GenAI cannot replace human skill, judgment, and oversight in our business.

We have developed this policy to outline where AI tools will be used in our work, where they may not, and the safeguards that our company will put in place for ethical and responsible use.

The purpose of this policy is to:

- Maintain the high quality and human originality of Bird Comm's creative communications work.
- Protect against copyrighted materials being used in our creative deliverables, thereby reducing our clients' business risks related to unauthorized use of intellectual property and breach of copyright.
- Protect client information, confidentiality and intellectual property by not knowingly entering this information into AI tools.
- Ensure transparency, accountability, and responsibility in all Bird Comm operations.

This policy applies to all Bird Comm staff, partners, associates, and sub-contractors when working on behalf of Bird Comm. It covers any AI technology used to process, analyze, or generate information.

Definitions

Traditional AI and Other Expert Systems: Systems that analyze and 'learn' from data to make decisions or predictions based on that data (e.g., virtual assistants such as Siri or Alexa, spell-checkers, advanced medical systems).

Generative AI: Systems that use existing materials to create new content such as text, images, video, or animation (e.g., text generators such as ChatGPT, image generators such as DALL-E, video tools like Sora).

Creative Output: Producing original content that is created from imagination and inspiration, and shared with clients as Bird Comm deliverables.

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Core Principles for GenAI at Bird Comm

- **We produce original, creative, human work.** All creative outputs produced by Bird Comm are created by people. Content produced by GenAI will not be used in our creative development work unless explicitly requested (or supplied) by our client.

- **Transparency.** Bird Comm will clearly share with our clients when GenAI use could not be avoided.

- **Confidentiality and data privacy.** Bird Comm will not enter or upload any client information into AI tools, unless directed by our client. All AI use must comply with the standards and principles in Bird Comm's Privacy and Confidentiality Policy.

- **Oversight and review.** All content derived from AI-supported processes will be reviewed and fact-checked by human team members. For example, we may use an AI transcript generation tool only if the content produced can be accurately verified by a human prior to sharing with clients.

Acceptable and Unacceptable Uses of AI at Bird Comm

Our team follows the following framework for AI use:

Allowed with Human Validation	Allowed with Approval	Prohibited
• Spelling and grammar checkers that do not share data with an LLM • Summarizing, existing material, notes, documents, or research • Extracting text or other materials from human-created PDFs, videos (e.g., auto-captioning), and other sources.	• Initial brainstorming or idea generation • Process mapping or workflow outlines • Basic research on publicly available topics - with human validation • Image resizing features (e.g. generative expand)	• Creating any graphics, animations, illustrations, videos, etc. • For any writing such as reports, strategy, or messaging • Voice cloning, deepfakes, or audio • Allowing AI to make decisions or recommendations

Allowed: Traditional or Generative AI tools may be used internally to increase efficiency for non-creative tasks.

Allowed with Approval: GenAI tools may play a supporting role when the purpose is not creative or occurs in a pre-creative stage.

Prohibited: Use of GenAI tools for creative output or other client-sensitive tasks, is strictly prohibited in all circumstances.

This list is not exhaustive. For any AI use not covered here or where classification is unclear, Bird Comm staff and sub-contractors must consult their project lead for guidance and clarity before proceeding.

Project leads must disclose to our clients any AI use that does not fall into the Allowed category. This disclosure must include a plan outlining which AI tool(s) will be used, the prompts/inputs to be provided, a plan for human validation, and the specific task or stage of the project that the tool will support.

Primacy

Notwithstanding anything in this policy, Bird Comm, its partners, associates, and sub-contractors, will abide by all client confidentiality and privacy policies. Client agreements signed by Bird Comm and client policy documents shared with Bird Comm will take precedence over this policy.

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