



ARTIFICIAL INTELLIGENCE POLICY

This policy sets out our guidelines for using Artificial Intelligence (AI), both internally and for our clients.

We recognise AI has the potential to bring a number of benefits to the quality and efficiency of our work but also acknowledge that it can pose certain risks at the same time.

For this reason, we have established an internal AI Taskforce that is responsible for researching and testing current AI tools in order to establish how our team should or should not use them.

This Taskforce has developed the policy below, which will be continually reviewed and updated as current AI tools develop and as new ones emerge.

1. WPR permits the use of generative AI tools, provided no prompts or responses are used to train the chosen tool's large language model.
2. The use of generative AI is permitted for research and content summarisation, to assist ideation, to aid the repurposing or reworking of existing content, and to provide high level analysis of data. Any instance of this practice will always be reviewed for quality and accuracy by a member of the WPR team before informing any client work.
3. WPR encourages the transparent use of AI so team members disclose to their respective manager/director when and how the chatbot was used to aid ongoing learning and development.
4. Only material already publicly available online is permitted to be used as part of a prompt in a generative AI tool.
5. No generative AI chatbot is permitted to be used to create a piece of content in its entirety which is intended to be provided as a chargeable client output. It may,

however, be used to aid clarity of wording or the reworking of existing content, which will then always be reviewed for quality by a director.

- a. The only exceptions to this are an instance where the client has granted WPR explicit written permission to use the chatbot for this purpose, or if the use of AI forms a central part of the campaign or content and that it is clearly labelled as such.
6. WPR permits the use of generative AI to automate meeting notetaking and transcriptions. Meeting notes will remain confidential, as per WPR's contractual client terms, and clients may opt out of the use of generative AI for this purpose if preferred.
7. WPR acknowledges the inherent use of AI within prominent, established third-party platforms such as Meta, LinkedIn, Google Ads and Google Analytics. The built-in AI capabilities of these platforms for purposes such as audience targeting, budget optimisation and campaign optimisation is permitted provided it is adjudged to act in the best interests of a campaign's performance.
8. The WPR design team is permitted to use the generative AI tools built within the Adobe Creative Cloud to aid the efficiency of creative projects. In the event AI has been used for photo manipulation, WPR will disclose its use to the client.
9. Wider use of AI is permitted by our dedicated WPR AI Taskforce to trial different tools for theoretical tasks, to share learnings and efficiencies with the wider agency.
 - a. Only information a client (or WPR) is happy to be in the public domain will be used as part of these trials (e.g. a report we have drafted).
10. WPR remains committed to reviewing and updating its Artificial Intelligence Policy on a regular basis.