

Usage of Generative AI Policy

Introduction

At Pagefield, we are excited about the transformative potential of AI in our industry. We are committed to staying at the forefront of technological advancements, continuously evaluating and integrating cutting-edge AI solutions to accelerate our work and elevate the quality of our deliverables.

We are dedicated to exploring AI-driven innovations in communication and engagement strategies, whilst also understanding the potential risks which we outline below. By using advanced natural language processing and sentiment analysis tools, we can gain deeper insights into public opinion, monitor media trends, and respond swiftly and effectively to emerging issues. This empowers us to craft compelling narratives, influence conversations, and protect and enhance the reputations of our clients.

We are also focused on how we can harness AI technologies to streamline administrative tasks, enabling us to dedicate more time and resources to deliver innovative and strategic communications solutions for our valued clients. Pagefield also prides itself on the personal relationships and human expertise we bring to our client engagements and remains fully invested in the unique insights and creative thinking that only human professionals can provide.

Here are some examples of how you could use generative AI at work:

- Suggest headlines or text for social media posts – but the final choices would need to be approved by the client lead for accuracy.
- Create stories by speeding up brainstorm-based idea generation e.g. “suggest stories about the impact of genetic testing on privacy” – but all suggestions would need to be evaluated by the client team and the sources used should be disclosed to the client where appropriate.
- Summarise a news story – but make sure you’ve actually read the article yourself and you’re confident the summary is accurate.
- Experiment with using AI as a research or analytical tool in a similar way to using Google Search or Wikipedia – but links back to original sources would need to be followed and double checked for any facts or data points used in client work.

But you mustn’t use AI to:

- Share confidential information – because not only will you be in breach of your employment contract with Pagefield, you don’t know where the data you’re sharing could end up.
- Name a specific client – when giving instructions to a generative AI programme, don’t mention the client in question. For example, don’t say “Pagefield,” say “a medium sized integrated communications and campaigns agency based in London.”
- Rely exclusively on AI-generated output – always fact check everything generated by AI as you don’t know the sources it used to create the content; it could be biased or plagiarised.

Our policy

If you choose to use generative AI for work purposes, we ask that you do so transparently, with accountability, and fully in line with the safeguards set out in this policy. You are the author and held accountable for the work you produce.

This policy applies to all employees who use generative AI programmes on company-owned devices or networks or on their personal devices when conducting business on behalf of Pagefield and associated clients.

1. Employees must use AI programmes responsibly and for legitimate business purposes only, and only for the purposes for which they were designed and intended.
2. Employees must be transparent about their use of generative AI for work purposes and acknowledge the generative AI programme as a source when used with the relevant client lead and colleagues as relevant.
3. Employees must always verify data produced via generative AI. It should never be used as a single source of the truth and only to supplement additional research or writing methods.
4. Employees must safeguard the confidentiality, integrity, and availability of company information at all times. Company information relating to Pagefield, its clients or associated organisations and individuals, or information that could reasonably be used to identify Pagefield or its client(s), or a commercially sensitive course of action should never be entered into generative AI technology without the express permission of the client and client lead.
5. Employees must not disclose company information or trade secrets to any third party, including AI programmes like ChatGPT, Bard and Midjourney.
6. Any suspected data leaks or breaches must be escalated immediately to Jacqui Beaumont, our nominated Data Protection Officer, in line with our data protection and privacy policies.
7. Employees must not use AI programmes to engage in activities that could damage the reputation of the company or violate the rights of others.
8. Employees must not use AI programmes to create or disseminate malicious software or engage in hacking or other unauthorised activities.
9. Employees must report any suspicious or unauthorised use of AI programmes to management immediately.
10. Employees must remain vigilant for the malicious use of generative AI by scammers. Do not share any sensitive information in your conversations.

The company reserves the right to investigate any suspected breaches of this policy, which may subsequently result in disciplinary action, up to and including dismissal.

It is essential that employees use these tools responsibly and in accordance with Company policies and legal requirements. This policy is intended to promote the safe and ethical use of AI programmes and protect the interests of the Company and its stakeholders.

Technology and the law change regularly, and this policy will be updated to account for changes as and when necessary. Employees will be informed when the policy has changed, but it is their responsibility to read the latest version of this document.