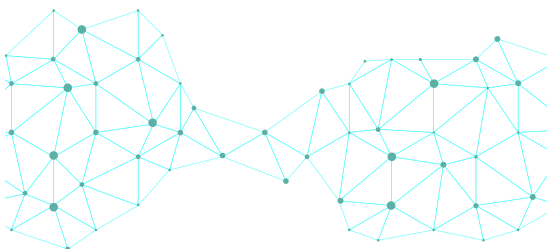


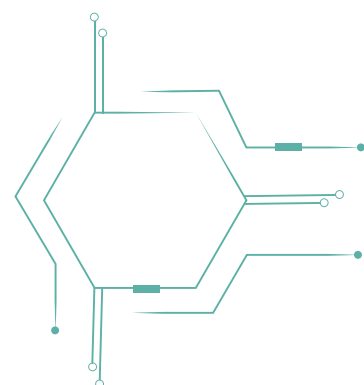


Black Vanilla's Responsible AI Principles



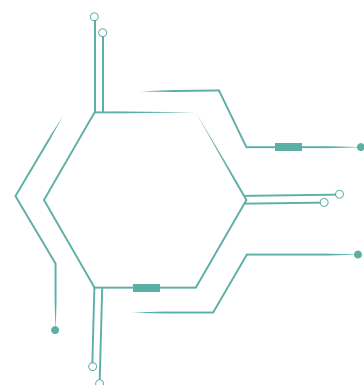
What are our AI principles?

- We believe in the responsible design, development, deployment and operation of AI technologies.
- We believe in a human-centered approach to AI that empowers and augments professionals. AI technologies should be assistive, not autonomous.
- We believe in the critical role of human knowledge, ethics, experience, emotion and imagination in decision-making, creative and strategic thinking.
- We believe that humans remain accountable for their decisions and actions, even when assisted by AI.
- We believe in the power of language, images and videos to educate, influence, and affect change. We commit to never knowingly use generative AI technology to deceive; to produce content for the sole benefit of financial gain; or to spread falsehoods, misinformation, disinformation, or propaganda.
- We strive to understand the limitations and dangers of AI and consider those factors in all our decisions and actions.



What are our AI principles?

- We believe that transparency in data collection and AI usage is essential in order to maintain the trust of our audiences and stakeholders. We believe in personalisation without invasion of privacy, including strict adherence to data privacy laws and mitigation of privacy risks for consumers.
- We believe in following our ethical and moral compass at all times, particularly now, when legal frameworks and regulation lag behind AI innovation.
- We believe in an open approach to sharing our AI research, knowledge, ideas and experiences in order to foster a culture of collaboration, trust and accountability.
- We believe in the importance of upskilling and reskilling our team, and we seek to explore and promote emerging career paths and opportunities for creative professionals to use AI.
- We believe in partnering with organisations and people who share our principles.
- We commit to keeping our audiences and stakeholders up to date in how we use AI in our work, and in exploring how we can be transparent in labelling work that has been assisted by AI.



How We Use AI Today

While we are constantly experimenting with AI technologies to drive efficiency and performance across our business functions, our primary use today is in the generative AI space for:

- Video and audio enhancement.
- Speech-to-text transcription.
- Content summarisation or regeneration.
- Content outlines and draft copy generation.
- First stage ideation.



Get in touch!

