

AI POLICY

AS OF JUNE 29, 2023



As part of the digital marketing philosophy at Atlas Marketing, we believe in harnessing the power of technology where and when it makes the most sense for our work and for our clients. Artificial intelligence is no exception to this belief. To stress our commitment to transparency in this changing digital world, we have developed an AI policy that will outline our intended use of AI-driven technology within our agency. We will operate under the following guidelines to create thoughtful, efficient, innovative, and ethical work both internally and for our clients.

The below applications are examples of how we MIGHT utilize AI to assist with any Atlas-related marketing and communications services, and in limited circumstances, client-related work:

Keyword research and development for social media and SEO content

- To act as a consultant and industry expert for clients interested in AI assistance
- To jumpstart brainstorming sessions
- To organize internal data and assets, such as:
 - Summaries
 - Meeting recaps
 - Agendas and outlines
 - Personal task lists
- Inter-office communications
- To assist in creating the following externally facing content:
 - SEO blogging
 - Paid ad copy
 - Social media post captions
 - Email and newsletter copy
- To create Atlas-owned stock images
- To aid budget-friendly clients in certain AI-focused services

The below applications are examples of how we will NOT utilize AI within any Atlas or client-related work:

- To share data or any sensitive company information
- To create content for a client without disclosing the use of AI
- As a source in any blogging or copywriting without being vetted for accuracy, tone, grammar, etc.
- To create testimonials
- To create full branding campaigns
 - Brand standards document and elements
 - Logo design
 - Collateral design
 - Any brand-related insights such as character, values, etc.
 - To replace any piece of work or deliverable in its entirety

It is important to note that **we will always disclose when AI is being used to assist in content creation or automation.**

Acknowledging and adapting to emerging technologies is vital to the success of our services. With this in mind, we recognize that this policy will evolve and change as technological innovations continue to develop.

“By far, the greatest danger of Artificial Intelligence is that people conclude too early that they understand it.”

- Eliezer Yudkowsky