DATUM.
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DATUM POLICY

AI Use Policy

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Presented by **Datum**

01707 251222
www.datum.agency

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Sopers House
Sopers Road, Cuffley
Hertfordshire EN6 4RY

01707 251222
sales@datumcp.com
www.datum.agency

AI Use Policy

1. Overview

1.1. This policy explains how you may use artificial intelligence (AI) tools in your work for Datum, including on client work.

1.2. This policy applies to all employees and anyone else working for us, including freelancers.

1.3. If you are an employee, this policy does not form part of your employment contract and we may update it at any time. AI tools change quickly, so we review this policy at least once a year.

1.4. Questions about this policy should be addressed to Scott Pearce.

2. What is AI?

2.1. AI tools create or change text, images, video, audio or code from instructions (prompts), or analyse information you give them. They include Claude, Adobe Firefly and the AI features built into software we already use.

3. Approved tools

3.1. Claude, through Datum's account and signed in with your Datum email, is our main AI assistant. Datum's skills and connections to our systems (such as Scoro and Dropbox) only work there.

3.2. Adobe Firefly, within our Adobe subscription, is the first choice for imagery that will go into client work.

3.3. You may use the AI features built into software we already use, such as Adobe Creative Cloud, within the rules of this policy.

3.4. Any other AI tool must be agreed with Scott before you use it for Datum or client work. Other tools may be used for ideas, moodboards and internal concepts, as long as no confidential information or personal data is entered and the licence is checked before anything they make goes to a client.

3.5. You must not use a personal AI account for Datum or client work.

4. Confidential information and personal data

4.1. Only enter client material, confidential information or personal data into approved tools on Datum's accounts.

4.2. You must not upload confidential briefs, unreleased artwork or client data to any tool that uses uploads to train its models, unless training has been switched off for that account.

4.3. Only enter the personal data a task needs. Never enter sensitive personal information, such as health details.

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4.4. Never enter passwords, login details or bank details into an AI tool.

4.5. You must follow our Data Protection Policy at all times when using AI.

5. Client work

5.1. Agree with the client before AI-generated imagery or content is used in their work, and note the agreement on the job in Scoro.

5.2. Check that the tool's licence allows commercial use on the plan we are using. Free plans often don't, and some make your images public.

5.3. You must not generate real people, client or third-party logos, trademarks, or work in the style of a named artist or brand.

5.4. Tell the client which elements of their work were AI-generated.

5.5. If a client's contract, guidelines or Client-Specific Requirements (Section 3) restrict the use of AI, those rules come first.

6. Checking and responsibility

6.1. You own your work. AI can draft and check, but you must review everything before it goes to a client, to print or is published.

6.2. AI can make mistakes and invent details. Check every fact, name, figure, price and claim against its source.

6.3. Check AI imagery at 100%, including hands, faces, text and small details, and run the print-ready check before it goes to print.

6.4. AI must not be used to make decisions about people, such as recruitment, performance or pay.

7. Records

7.1. Where AI imagery or content is used in client work, save the prompt, the tool and the date with the source files in the job folder.

8. Problems and breaches

8.1. If you enter confidential information or personal data into an unapproved tool, or AI output causes a problem for a client, tell Scott straight away. For personal data, also follow How to deal with data breaches in our Data Protection Policy.

8.2. Any deliberate or negligent breach of this policy may result in disciplinary action being taken against you under our Disciplinary Policy.