MODULE 8: CONTENT: PHOTO, VIDEO AND WRITING

Your AI use policy

Lesson: Using AI tools responsibly · about 15 minutes

Decide how your business will use AI tools and write it down.

Your business (name, service, main city):

1. List the marketing tasks where you already use AI tools or would like to. Mark each as good use, use with care, or do not use.

2. List the kinds of client information that must never be entered into an AI tool, and the placeholders you will use instead.

3. Write your rule on AI-generated images, including how concept images will be labelled when shown to clients.

4. Write a one-paragraph AI use policy for your business, covering facts, images, client data, proof and disclosure.

5. **Take one recent AI-assisted draft and run it through the review checklist. Note what you had to fix.**

Check: can you now

- Distinguish marketing tasks where AI tools help from those where they mislead or expose client data
- Apply Canadian privacy guidance, Ad Standards disclosure rules and Google's position on AI content to your own use
- Write an AI use policy and a review checklist for your business

One change you will make this week