Content Team Generative AI Use Guidelines

Generative AI tools like ChatGPT and Claude present vast opportunities but also potential risks such as:

- AI-generated content (written paragraphs, charts, tables, or images) are not copyrightable per U.S. law, leaving the entire article or document unprotected as "unoriginal work."
- Although Google currently supports the use of AI-generated content and has stated that it does not intend to penalize pages that publish AI-generated content, AI-generated content without human involvement does not meet Google's standards for high-quality content. Because of this, companies should use caution when producing content with the help of AI. Additionally, Google could change its policies and algorithm at any time, as it has done in the past. Human-created content, even when assisted by AI tools, is always going to perform better than content that heavily uses AI.
- "Facts" provided by AI tools can be misleading, out-of-date, or completely made-up (known as "AI hallucinations").

As an SEO agency amplifying purpose-driven brands (including Stephan's and Orion's personal brands), Netconcepts embraces cutting-edge AI technology *when utilized responsibly and ethically* to realize our clients' (and our own) full potential for the greater good. This policy upholds our core values of being trustworthy, authentic and accountable to our and our clients' needs and perspectives.

Our Perspective on AI

1. **Subject Matter Expertise:** While AI tools like ChatGPT and Claude can assist in the development of content, we must rely on human subject matter experts for editorial decisions and creative direction.

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2. **Enhancing but not Replacing Human Creativity:** AI tools can further empower but are not a replacement for, human content creators who strategize, ideate, re-write, edit, and produce a final product using these technologies. We use AI as an input to enhance our creative process, not as an end-to-end solution.

3. **Client Preference is Paramount:** We respect the preferences of our clients regarding the use of Generative AI in the content we produce for them. If they don't want us to use AI *at all*, we will abide by that.

4. **We Take Responsibility:** We recognize AI can make mistakes or have biases (see above about "hallucinations"). Any use of AI in content creation must meet our editorial standards – in terms of quality, accuracy, and alignment with the client's brand voice and needs. We never assume that AI output is factual or representative of the "right" perspective. As such, the writer is expected to be *the writer*, not a prompt engineer.

5. **Real-World Experience:** Fully AI-generated content is inauthentic in that the AI doesn't have real-world experience in the various topics we may ask it to comment on – whether it be scuba diving, basket weaving, or representing a plaintiff at a jury trial.

Permitted and Prohibited Uses of AI

1. We may use AI in an assistive capacity – to summarize research, tweak our human-written content, or generate article ideas, outlines, topic/market research, headlines, words, and phrases.
2. We will not use AI to provide an entire "first draft."
3. Also, if AI was used heavily to produce a piece of content, (assuming the client agrees), it will be **publicly** disclosed alongside or within the published content piece (e.g. as a cited source as a caption underneath a generated image, or disclaimer statement with the cited source at the end of the article).
4. When allowed by the client, we may use AI to edit, rewrite, or modify text – *only* if done under human oversight/review.
5. We use the paid versions of ChatGPT and Claude for higher-quality AI output.
6. We will not share proprietary or sensitive client or Netconcepts information with AI tools.
7. We will comply with a client's request to prohibit or restrict the use of AI and not employ AI tools when working for that client. Each client will complete an Acceptable Generative AI Use Questionnaire which will specify allowed uses (Research, Article Ideation,

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Outlining, Language Generation, Image Creation), with the caveat that client-stipulated disallowed uses will make the content take longer to produce and will cost them more.

8. We will review, fact-check, and revise all AI output we submit for publishing – to ensure it has an appropriate tone of voice, engaging storytelling, accuracy, and human-centric qualities that elevate the client's brand.

I understand that quality and integrity in our work and deliverables are a core value of Netconcepts, and that violation of this above policy may result in disciplinary action or even dismissal from Netconcepts.

Signature: _____

Name: _____

Date: _____