



Swine Insights International's AI Policy

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Introduction

Swine Insights International has a long-standing commitment to embrace technology in delivering services to our clients. We firmly believe technology is a key to our industry's success and we actively promote the adoption of proven technological solutions in the swine industry. We also think it is critically important that emerging technologies are utilized in a responsible and ethical manner.

Generative Artificial Intelligence (AI) is an example of such a technology. It represents a groundbreaking advancement with an opportunity to create profound value for the industry. We are excited by its potential, but we are also concerned about its risks and potential for misuse. One of our concerns is how it can be misused in content creation. In this document, we intend to share our standards, procedures and policies for the use of Generative AI in content generation and address other issues related to the application of artificial intelligence in our business.

We believe transparency should be at the core of any AI policy. Our goal is to disclose the nature of Generative AI's role in the creation of any content produced by or on behalf of Swine Insights International. The details of this disclosure are discussed in detail below. This technology is rapidly evolving, and we will make every effort to keep this policy updated as necessary as the environment changes. We appreciate everyone's patience as we adapt to this new technology. Any questions about our use of generative AI or this policy can be directed to info@swineinsights.com.

Our Ethical Standards

Our ethical standards include three basic tenets:

- 1) Accuracy-Swine Insights stands by our content. Every piece we publish is factual, original and has been reviewed, edited and fact checked by a human.
- 2) Transparency-All content produced by Swine Insights or on behalf of Swine Insights will include a disclaimer describing if/how AI was used in the generation of that content. This requirement applies to all content including presentations, videos, photos/charts/diagrams and written material whether posted on social media, on our website or in our blogs or newsletters.
- 3) Credit-Authors and Creators are always credited for their work. All reasonable efforts will be made to determine the origin of all referenced material and everyone who contributed to the creation of content will be identified as creators.

These disclaimers will appear in the following locations for each type of content:

- Presentations-On the title slide and on the last slide of the content.
- Videos-Orally or in text at the beginning and conclusion of the video.
- Photos/Charts/Diagrams-On the content itself or as a caption to the content.
- Written Material-At the bottom of the written material.

How We Use AI in Content Creation

We use or plan to use AI tools in the following ways:

- 1) Research and Data Analysis
- 2) Content Planning and Ideation
- 3) Creation of Outlines, Summaries or Rough Drafts of Content
- 4) Editing for Grammar, Spelling, Clarity and Length
- 5) Content Translation
- 6) Creation of Images, Illustrations or Videos

Tools We Use or May Use:

- 1) Publicly available commercial large language models (LLMs) including, but not limited to, those produced by OpenAI, Microsoft, Google, Perplexity and Anthropic as well as open-source models.
- 2) AI Tools built into new or existing software or applications
- 3) Private, custom built tools and models created by or for the benefit of Swine Insights.

Client Data Policy

Client data will never be uploaded to or otherwise shared with AI models without express written consent from clients. We ensure full compliance with data privacy laws, including GDPR and CCPA, and employ robust data security measures.

AI Content Disclaimers

In the interest of transparency, all content will include one of the following disclaimers:

- 1) “This content is entirely human-generated.”
 - a. This disclaimer will be added to content that was created entirely by human(s) without any type of assistance from AI.
- 2) “This content was human-generated with AI assistance.”
 - a. This disclaimer will be added to content that was created by human(s) utilizing AI in the planning and editing stages. Generally, this means AI was used to research or plan the content including producing general outlines and/or to edit or proofread the content before publishing.
- 3) “This content was AI-generated with human review.”
 - a. This disclaimer is for content that was originally AI generated but was reviewed, edited and fact checked by a human. This type of content will be reviewed line by line and all information will be confirmed prior to publishing. Our directions to our staff, consultants and collaborators is that they should be willing to personally stand by the content as if they had produced it themselves.
- 4) “This content is entirely AI generated and has not been reviewed by a human. It may contain errors or inaccuracies and all information should be independently verified.”
 - a. Swine Insights does not intend to produce any content that requires this disclaimer, but this is the disclaimer we will use should we decide at some point in the future to publish this type of content. This disclaimer is included here for reference only. Should our policy on entirely AI generated content change, we will update this policy.
- 5) “This image/video is AI generated”
 - a. Used when an image or video is created by an AI with minimal input from the human such as a simple prompt or short series of prompts.
- 6) “This image/video was created with the assistance of AI”
 - a. Used when an image or video is created by an AI with significant input and/or editing from a human. Examples might include a draft image that was edited by a human or a human created image/video that was enhanced or modified using AI.

Note: Personal content produced by employees, contractors or affiliates of Swine Insights International is exempt from these disclosure requirements, although appropriate disclosures are highly recommended.

Policy Updates

This policy is subject to periodic review and updates to ensure compliance with evolving technological and regulatory landscapes. Revisions will be noted in the “Revision Notes” section below.

Indemnity

Swine Insights International, LLC assumes no liability for third-party reliance on AI-generated content. Users are advised to independently verify critical information where accuracy is essential.

Revision Notes:

- 1) *Original Effective Date: November 18, 2024*
- 2) **Date Revised:** None **Revision Details:** None

Disclaimer: This content was human-generated with AI assistance.