USE OF ARTICIFIAL INTELLIGENCE (AI)

Statement of Policy

creativeterritory

PASSION | INTEGRITY | RESILIENCE

Use of Artificial Intelligence (AI) Policy

Statement of Commitment

Creative Territory is committed to the responsible, ethical and transparent use of artificial intelligence (AI) across all aspects of our work. We recognise AI's potential to enhance creativity, efficiency and insight, while acknowledging the importance of human oversight, cultural respect, privacy, and stakeholder trust.

This policy is explicitly aligned with the **Global Alliance for Public Relations and Communication Management's Responsible AI Principles**, ensuring our practices meet international standards for ethical and human-centred AI use.

Scope and Applicability

This policy applies to all operations, projects and activities undertaken by Creative Territory Pty Ltd, including:

- Internal business operations and resource use
- Stakeholder engagement and communication services provided to clients
- Interactions with suppliers, subcontractors and business partners
- Any project or initiative where Creative Territory Pty Ltd has direct or indirect influence over outcomes.

This policy is applicable to all employees, contractors and representatives of Creative Territory Pty Ltd and forms part of our broader governance and compliance framework.

It covers generative AI (text, image, audio, video), data analysis, automation and decision-support tools used in internal operations, thought leadership and client-facing projects.

Alignment with Global Alliance Principles

he **Global Alliance for Public Relations and Communication Management** is the peak international body representing communication associations, institutions and practitioners across more than 120 countries. It sets globally recognised standards for ethics, professionalism and responsible practice in the communication field.

Creative Territory affirms alignment with the seven Global Alliance's Responsible AI Principles:

1. **Ethics First** – We prioritise ethical practice, minimise harm, and actively avoid bias and misinformation.
2. **Human-Led Governance** – AI supports, but never replaces, human judgment and accountability.
3. **Personal and Organisational Responsibility** – We take responsibility for all AI use and its impacts.
4. **Awareness, Openness and Transparency** – We disclose AI use appropriately and maintain transparent processes.
5. **Education and Professional Development** – We commit to ongoing learning and capability building in responsible AI.
6. **Active Global Voice** – We contribute to industry conversations on ethical AI where appropriate.
7. **Human-Centred AI for the Common Good** – We use AI in ways that enhance communication, trust and community benefit.

Creative Territory Guiding Principles

Human-led, AI-assisted: AI supports our work but does not replace human judgment, creativity or accountability. All outputs must be reviewed and approved by a human.

Transparency: We disclose when AI-generated content is used in public-facing materials and ensure clients understand when AI contributes to our workflows.

Cultural Respect: AI must not be used to simulate, reinterpret or replicate Indigenous cultural content, voices or knowledge systems. This reflects our commitment to cultural safety and aligns with the Global Alliance's human-centred and ethical principles.

Privacy and Data Ethics: AI tools must not be used to process personal or sensitive data without consent and compliance with privacy laws. Confidential client information must never be entered into public AI tools.

Accuracy, Integrity and Bias Mitigation: AI outputs must be verified for factual accuracy, fairness and relevance. We actively check for and correct bias, misinformation or harmful assumptions.

Human-Centred Benefit: AI use must support stakeholder trust, accessibility, inclusion and community benefit.

Continuous Learning: Staff are encouraged to build capability in responsible AI use, consistent with the Global Alliance's emphasis on professional development.

Acceptable Uses

- Generating ideas for the first draft of documents, media releases and social content for human review and rewriting
- Brainstorming creative concepts and stakeholder engagement strategies
- Summarising meeting notes or stakeholder feedback
- Generating visual aids or infographics for presentations
- Supporting accessibility (e.g. alt text generation, transcription)

Prohibited Uses

- Using AI to impersonate individuals or simulate cultural voices
- Simulating, reinterpreting or replicating Indigenous cultural content
- Publishing AI-generated content without human review or attribution
- Relying solely on AI for communication, advice or stakeholder messaging
- Feeding confidential client data into public AI tools

Governance, Accountability and Reporting

Creative Territory will maintain a register of approved AI tools and use cases. Implementation is the responsibility of the Consultancy Principal, who will oversee usage, policy and emerging risks. Breaches of this policy will result in disciplinary action.

Currency and Review

This policy is current as of January 2026 and will be reviewed annually or in response to significant changes in AI technology, regulation or organisational needs.