

SalesFlo Strategies

AI Usage & Data Protection Policy

Understandably, many clients have questions about the use of Artificial Intelligence in creative and marketing services.

During a recent visit, my doctor disclosed he was using an AI-tool to assist with notetaking during the appointment. It improved efficiency and accuracy in documentation — but the diagnosis, treatment decisions, and prescriptions came entirely from the doctor's expertise. AI supported his process, but it did not replace his professional judgment.

How I use AI in my copywriting and marketing workflow is similar: as an efficiency tool, not a decision-maker, strategist, or creative replacement.

This policy explains how AI fits into my process, how your data is protected, and how I ensure your project remains human-driven and confidential.

How AI Is Used

I use AI as a writing and research assistant to improve efficiency in areas such as:

- Market, product, and competitor research
- Transcribing or summarizing
- Editing and refining drafts
- Handling routine or repetitive tasks
- Bringing graphic ideas to life

AI helps accelerate workflow — but it does not replace critical thinking, messaging strategy, or creative direction. Every project is guided, reviewed, and finalized by me.

Human Expertise Comes First

When you hire me, you are not hiring software — you are hiring experience. I bring:

- Years of real-world sales experience
- Technical and industry knowledge
- AWAI-trained insightful copywriting skills
- Human perception into persuasion, customer behavior, and buyer psychology

AI supports my process, but your brand voice, messaging strategy, and persuasive structure come from real human experience.

Data Privacy & Security

Your confidentiality is a priority. If you provide sensitive, proprietary, or security-restricted information, that data is **not** entered into AI tools.

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Sensitive materials and information are handled securely.

If your organization has specific compliance or data-handling requirements, I am happy to adapt my process accordingly.

Open Communication & Transparency

If you have any questions or preferences regarding AI usage in your project, I welcome the conversation and will tailor my workflow to your needs

Thank you for your trust. I look forward to creating effective, human-centered messaging for your company.

Warm regards,
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