



OUR ARTIFICIAL INTELLIGENCE POLICY

Introduction

Our mission is to make good things happen for everyone in our world – the clients we serve, the people who make us, the community we love and the planet we share. As part of this, it is our policy to conduct all our business in an honest and ethical manner.

Our Policy's Purpose

This policy has been designed to ensure we have clear guidelines for the use of Artificial Intelligence (AI), both internally and for our clients.

We recognise AI has the potential to bring a number of benefits to the quality and efficiency of our work but also acknowledge that it can pose certain risks at the same time.

For this reason, we have established an internal AI Taskforce that is responsible for researching and testing current AI tools in order to establish how our team should or should not use them.

The WPR AI Policy

The WPR taskforce has developed the policy below, which will be regularly reviewed and updated as current AI tools develop and as new ones emerge.

1. WPR permits the use of generative AI tools, provided they have a data protection policy confirming complete security and protection against any prompts, uploads or responses from being used to train the chosen tool's large language model.
2. The use of generative AI is permitted for research and content summarisation, to assist ideation, and to analyse data. Any instance of this practice will always be reviewed for

quality and accuracy by another member of the WPR team before informing any client work.

3. WPR encourages the transparent use of AI, so team members must disclose to their respective manager/director when and how the chatbot was used to aid ongoing learning and development.
4. Confidential or client-sensitive information may only be used within approved AI tools with the appropriate data protection (see reference to secure tools in point 1) or where client permission has been expressly granted if required. WPR will manage client information in accordance with contractual and regulatory obligations.
5. No generative AI LLM is permitted to be used to create content which is intended to be provided as a chargeable client output. It may, however, be used to assist with contextual information, style and/or tone of voice, spelling and grammar. Any chargeable client deliverable will always be reviewed by a director before being shared with the client.
 - a. The only exceptions to this are occasions where the client has granted WPR explicit written permission to use the chatbot for this purpose, or if the use of AI forms a central part of the campaign or content and that it is clearly labelled as such.
6. No AI-assisted content will be shared with a client or issued externally without human review.
7. WPR permits the use of generative AI to automate meeting notetaking and transcriptions. Meeting notes will remain confidential, as per WPR's contractual client terms, and clients may opt out of the use of generative AI for this purpose if preferred.
8. WPR acknowledges the inherent use of AI within prominent, established third-party platforms such as Meta, LinkedIn, Google Ads and Google Analytics. The built-in AI capabilities of these platforms for purposes such as audience targeting, budget optimisation and campaign optimisation is permitted provided it is adjudged to act in the best interests of a campaign's performance.
9. The WPR design team is permitted to use the generative AI tools built within the Adobe Creative Cloud to aid the efficiency of creative projects. In the event AI has been used for photo manipulation, WPR will disclose its use to the client.
10. Wider use of AI is permitted by our dedicated WPR AI Taskforce to trial different tools for theoretical tasks, to share learnings and efficiencies with the wider agency.

- Only information a client (or WPR) is happy to be in the public domain will be used as part of these trials (e.g. a report we have drafted).
11. WPR offers a number of AI-enabled services, including:
- Generative Engine Optimisation (GEO)
 - AI-assisted media analysis
 - Multi-language content translation

AI inevitably plays a significant role in the delivery of these services although the creation of any content will remain compliant with point 5 of this policy. The use of AI to deliver these services will be strategically directed by WPR, clearly communicated where relevant and designed to deliver measurable client value.

12. WPR is committed to sharing best practice and delivering training to ensure team members use permitted tools effectively, understand risks and limitations, and apply AI in a way that improves client deliverables and outcomes.
13. WPR remains committed to reviewing and updating its Artificial Intelligence Policy on a regular basis.

Agreement to Follow This Policy

- Our Artificial Intelligence policy is fully supported by our senior leadership team and is owned by our director of finance and operations, who is responsible for its implementation and compliance. The policy is shared with all new recruits on the WPR SharePoint site, and all-agency training is held annually.
- **Date of Last Review:** 15 June 2026
- **Date of Next Review:** 15 September 2026