

Rushton Marketing AI Policy

Summary: The use of AI tools has become increasingly commonplace across many industries, helping businesses streamline processes and deliver high-quality results more efficiently.

We believe in being transparent about our practices, which is why we've published our AI Policy to openly communicate how and when we use AI in our services.

By sharing this policy, we aim to ensure trust and clarity in our collaboration with you.

Introduction: Rushton Marketing is committed to transparency, professionalism, and delivering the highest quality services to our clients. As part of this commitment, we want to outline how we may incorporate generative AI tools into our work processes to enhance efficiency, creativity, and drive results.

Purpose of This Policy

This AI Policy aims to clarify:

1. How generative AI tools may be used in the services we provide.
2. The boundaries and safeguards we adhere to when using such tools.
3. Your rights and our responsibilities regarding the use of generative AI.

Services Where Generative AI May Be Used

Rushton Marketing may occasionally use generative AI tools to support the following services:

- Content Creation (industry research, social media captions, blogs)
- Data analysis and visualisation
- Industry research
- Websites (copywriting concepts, seo improvements, research, editing and proof reading)

The use of generative AI in these areas is intended to enhance efficiency and deliver value to our clients.

Our Approach to Using AI Tools

1. Any outputs generated by AI will be reviewed and refined by a qualified human being to ensure quality and alignment with your specific needs.
2. Generative AI tools are used to support, not replace, the expertise and creativity of our team. Final deliverables are always reviewed and edited

by Rushton Marketing team members to ensure they meet our standards of quality and originality.

3. Your data and information will remain protected. We do not input sensitive or proprietary client information into AI tools unless explicitly agreed upon. AI outputs will only include content that aligns with the brief provided by you.

Limitations of AI Use While generative AI tools can enhance our processes, they may have limitations, such as:

- Potential inaccuracies in facts or data.
- Lack of nuanced understanding compared to human expertise.

We take these limitations into account and ensure all outputs meet our quality standards.

Your Rights as a Client

- You can seek clarification on how AI was used in delivering your services.

Contact Us If you have any questions or concerns about this policy or the use of generative AI in our services, please contact Ashleigh Rushton at ashleigh@rushtonmarketing.nz or 0273899763

Policy Updates This policy may be updated periodically to reflect changes in technology or our practices. We encourage you to review it regularly. Any significant changes will be communicated to you directly.

Acknowledgment By engaging Rushton Marketing for services, you acknowledge and agree to the terms outlined in this AI Policy.

Thank you for trusting us with your business.

Ashleigh Rushton,

Rushton Marketing