AI Client Commitment

Introduction

At Riveo Creative, AI may be used for research and idea development but will never come to a client without having been reviewed, worked on, and finalized by a Riveo team member. As a small business utilizing AI technologies, we are committed to responsible and ethical AI use. This policy outlines our approach to transparency, ethical standards, data protection, and the training of our employees regarding AI systems.

1. Transparency

- **Clear Communication:** We aim to provide our customers and stakeholders with straightforward information about how we use AI in our operations, including its purposes and capabilities.

- **User Awareness**: We will inform clients if we are using AI systems to support their projects, ensuring they understand the role of AI in our services and any limitations that may apply.

- **Open Dialogue**: We encourage feedback and questions from our customers to create an open environment regarding our AI practices. Customers and other stakeholders are encouraged to reach out to us at info@riveocreative.com for any questions or concerns.

2. Ethical Standards

- **Fairness and Non-Discrimination:** We are dedicated to using AI in ways that promote fairness and avoid biases, by taking training that makes us aware of these biases when available, using inclusive language in prompts, and ensuring that all customers are treated equally and justly.

- **Alignment with Values:** Our use of AI will reflect our core values, supporting our commitment to ethical business practices and community well-being. We are committed to maintaining our standards regarding environmental, social, and governance measures and will seek to better

understand AI's impact on those goals, as well as make an effort to mitigate any adverse effects AI might have on them.

3. Data Protection

- Data Privacy: We prioritize the privacy and security of personal data and will adhere to all relevant data protection laws and regulations.

- Data Minimization: We will collect only the necessary data for our AI applications and ensure responsible usage of that data.

- **Security Measures:** We will implement strong security practices to protect against unauthorized access and ensure data is handled safely.

4. Employee Training

- Training Programs: All employees who interact with AI tools will receive training on the responsible use of these technologies, including ethical considerations and data protection.

- Understanding Bias and Ethics: Our training will emphasize the importance of recognizing biases in AI and understanding the ethical implications of its use.

- Ongoing Education: We will maintain a culture of continuous learning, encouraging employees to stay informed about best practices and developments in AI ethics.

Conclusion

This AI Policy reflects our commitment to using AI responsibly at Riveo Creative. We will regularly review and update our practices to adapt to new challenges and ensure alignment with stakeholder expectations and technological advancements.