Generative AI Use Guidelines and Principles

Introduction

At *The Maven Report*, we recognize the transformative potential of generative AI technology in all aspects of the enterprise. As a thought leadership platform, we are committed not only to harnessing the power of this innovation in our content, but also harnessing it ourselves–while remaining true to our core values, upholding the trust our audience has placed in us, and preserving the tenets of our mandate and integrity of our brand.

In this spirit, we present these **Generative AI Use Guidelines and Principles**. Our aim is to provide clear guidance on the responsible and ethical application of generative AI, while simultaneously fostering creativity, forwarding worthy ideas, and maintaining our position as a trusted source of expertise and advice.

These guidelines will:

1. Establish the principles that underpin our approach to generative AI, ensuring that we maintain transparency, protect privacy and promote fairness in every aspect of our thought leadership activities.

2. Define the boundaries for generative AI usage within our function, outlining the appropriate use cases and identifying any potential risks or limitations.

3. Encourage a culture of learning and continuous improvement, empowering our contributors and team members to stay abreast of the latest developments in generative AI and adapt our practices accordingly.

4. Outline the responsibilities of our contributors and team members, fostering collaboration and accountability in the application of generative AI technologies.

As the landscape of generative AI continues to evolve, we must remain vigilant, agile, and adaptive to ensure that our thought leadership approach reflects not only the latest advancements but also the expectations of our audience and stakeholders. Our commitment to responsible AI usage reflects our dedication to the highest ethical standards and our determination to build a legacy of trust, innovation and excellence in our industry.

I. Purpose

The purpose of this document is to provide guidelines for the responsible and ethical use of generative AI in our thought leadership function.

II. Scope

This set of guidelines applies to all employees, contractors, and partners involved in the production of *The Maven Report,* including content creation, advertising, subscriber communications, social media management, events and public relations.

III. Guiding Principles

1. **Embrace of the Future**: *The Maven Report* will responsibly embrace and adopt generative AI technologies to be more productive and effective in how we execute our function. As a thought leadership platform that values expertise and innovation, we recognize the immense potential of these technologies to drive differentiated results for our team.

2. **Accountability & Brand Alignment**: *The Maven Report* contributors are responsible for their work, even if they get assistance from AI tools. Any content we publish will align with these guiding principles, *The Maven Report's* mandate, company values, brand tenets, style and tone.

3. **Transparency**: We commit to being transparent about our use of generative AI in *The Maven Report*. We will openly communicate the role of AI in our content (including text, imagery, audio and video) and ensure that our audience is aware of its application. We will start with three categorizations:

   Human-generated content: that which has been completely created by a human without AI assistance will bear this symbol (or in some cases no symbol).

   Human + AI-generated content: that which contains AI-generated elements but with substantial human contribution or editing will bear this symbol.

   AI-generated content: that which has been entirely created by AI with little-to-no human editing will bear this symbol.

4. **Privacy and Data Protection**: We will ensure that any personal data that is used by *The Maven Report* in generative AI algorithms and external applications is protected according to applicable privacy laws and regulations – and *The Maven Report's* own data protection policies and standards. Our company will take appropriate measures to anonymize and secure the data used in AI systems where applicable.

5. **Fairness and Equity**: We will apply generative AI in a way that promotes fairness and avoids bias. We will regularly review and audit AI systems we use, and their outputs, to ensure that they do not inadvertently perpetuate stereotypes, discrimination, or harm.

6. **Non-Infringement or Imitation**: We are committed to using generative AI in a manner that respects the intellectual property rights of others. We will take care to review all generated content carefully to exercise our best efforts to avoid infringing upon those rights. Additionally, we prohibit the use of generative AI to imitate another person intentionally or carelessly, especially with the intention of falsely attributing content to that individual.

7. **Flexibility**: We will adapt our generative AI use in response to feedback, audience and contributor needs, and evolving market trends. This includes adjusting our AI systems and processes to optimize performance and maintain alignment with our core values.

IV. Implementation Guidelines

- **Generative AI Usage Approval**: Any use of generative AI within the *Maven Report* platform must be approved by the designated Thought Leadership AI Committee. This committee will review and assess each proposed application for its adherence to these guidelines and our core brand values.

- **Content Review and Approval**: All generative AI-generated content must undergo a thorough review by a designated human reviewer before publication. This includes assessing the content for accuracy, relevance, infringement, imitation, and potential bias or harmful implications.

- **Monitoring and Reporting**: Regular monitoring and reporting of generative AI usage and performance within the thought leadership function will be conducted. This will include tracking the effectiveness of AI-generated content, identifying potential areas for improvement, and ensuring ongoing alignment with our core brand values.

- **Continuous Improvement**: We will continuously improve our generative AI systems and practices by incorporating feedback from subscribers, contributors, employees and industry experts. This includes refining our algorithms, updating our training data, and optimizing our processes to ensure that our AI-driven content creation initiatives remain effective and aligned with our core values.

- **Training and Education**: We will provide ongoing training and educational opportunities for our editorial team members to ensure they are well-versed in the responsible and ethical use of generative AI, as well as staying current with the latest advancements in the field.

By adhering to these Generative AI Use Guidelines and Principles, we aim to harness the power of this innovative technology in a responsible and ethical manner, ensuring *The Maven Report* remains true to our core brand values of expertise, flexibility, and an open and transparent culture, and our mandate to provide pragmatic, actionable, solution-oriented advice from industry experts.