Responsible AI Principles

As AI's capabilities race forward, it has the potential to make us better people and professionals while making our organizations more successful. Marketing is one of the business functions being most rapidly and dramatically transformed by AI; new tools emerge daily allowing us to enhance creativity, improve communications, streamline work and accomplish more for our clients than we ever imagined.

Reaping these benefits, however, can only come from the responsible application of AI across our business functions.

This manifesto is meant to codify Haley Marketing's responsible AI principles. It is a living document that will help ensure we ethically use and scale AI, while adapting to evolving technologies, legislation and industry best practices.

Haley Marketing's Responsible AI Usage Principles

1. We believe in the responsible design, development, deployment and operation of AI technologies.
2. We believe in a human-centered approach to AI that empowers and augments professionals. AI technologies should be assistive, not autonomous.
3. We believe that humans remain accountable for all decisions and actions, even when assisted by AI. The human must be in the loop in all AI applications.
4. We believe in the critical role of human knowledge, experience, emotion, and imagination in creativity, and we seek to explore and promote emerging career paths and opportunities for creative professionals.
5. We believe in the power of language, images and videos to educate, influence, and affect change. We commit to never knowingly using generative AI technology to deceive; to produce content for the sole benefit of financial gain; or to spread falsehoods, misinformation, disinformation, or propaganda.
6. We believe in understanding the limitations and dangers of AI, and considering those factors in our decisions and actions.
7. We believe that transparency in data collection and AI usage is essential to maintaining the trust of our audiences and stakeholders.
8. We believe in personalization without invasion of privacy, including strict adherence to data privacy laws, mitigation of privacy risks for consumers, and following our moral compass when legal precedent lags behind AI innovation.
9. We believe in intelligent automation without dehumanization, and the potential of AI to have profound benefits for humanity and society.

10. We believe in an open approach to sharing our AI research, knowledge, ideas, experiences and processes to advance the industry and society.
11. We believe in the importance of upskilling and reskilling professionals, and using AI to build more fulfilling careers and lives.
12. We believe in partnering with organizations and people who share our principles.

How Haley Marketing Uses AI Today

While we are constantly experimenting with AI technologies to drive efficiency and performance across all business functions, our primary use cases today are in the generative AI space for marketing.

We use a collection of Software-as-a-Service (SaaS) products for:

- Content summarization
- Outline generation
- Image generation
- Copywriting
- Ideation
- Speech-to-text transcription

About This Document

This is v1 of our Responsible AI Usage Principles. We are sharing this knowing that it will evolve.

We welcome feedback from our community, and we will share future updates in the same open-source spirit of v1.

You can view an online version of this manifesto by clicking here. All parts of the manifesto can be used under the Creative Commons license below.