



## **Ignited Word’s Code of Conduct Regarding the Use of Artificial Intelligence (AI)**

Ignited Word believes in the inherent and abundant creativity of every individual and the rights of individuals to express and augment their creativity through a variety of means. For this reason, we celebrate the potential of Artificial Intelligence (AI), and in particular Generative Artificial Intelligence (GenAI) to free up time for creativity, and to directly aid the creative process itself, for many more people than has been possible through traditional means. In addition to common concerns about bias, exploitation and environmental harm in the development and deployment of AI, we are likewise deeply concerned about the violation of copyright and intellectual property law and the usage of private or proprietary data.

Therefore, while enthusiastic in our adoption of AI, we are committed to careful and conscientious usage. This Code of Conduct serves as a guiding framework for our consultants, employees, and partners to ensure both responsible and imaginative AI deployment.

1. **Data Privacy and Security** – As a research firm, we hold ourselves to the highest standards of data privacy and confidentiality, and this extends to our usage of AI.
  - We prioritize the protection of sensitive information and uphold strict confidentiality standards by ensuring that no confidential or proprietary data, including personal or organizational data, is ever entered into AI tools without explicit consent and appropriate safeguards in place.
2. **Professional Standards**
  - We “think first, AI second” upholding the supremacy of human intellect and creativity, in order to maintain complete control over the quality of our outputs.
  - We critically review the outputs of any research-focused GenAI tools, double-checking for accuracy, currency, and bias.
  - We use AI as an aid rather than as a substitute for our content creation, using the tools to provide starter ideas or suggested content to diversify



our own brainstorming process.

### **3. Intellectual Property**

- Whenever possible, we strive to use GenAI software whose makers are taking active steps to address or reduce issues of copyright infringement.

### **4. Learning and Experimentation**

- We foster a culture of continuous learning and experimentation around AI capabilities and limitations, realizing that we are participants in a global effort to shape the future of AI for the good of humanity, rather than to its detriment.
- We invest in training, capacity-building, and knowledge-sharing initiatives to enhance AI literacy and awareness among our team members.
- We stay informed about emerging trends, developments, and debates in the field of AI ethics and capabilities and incorporate lessons learned into our AI practices.

By adhering to this Code of Conduct, we reaffirm our commitment to leveraging AI technology for creativity and for social good, while upholding ethical principles.