



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 and the use of intellectual property without the express permission of its owner(s).
- With regards to the use of AI-generated images, audio, and videos, we take a more nuanced approach:
 - We use AI-generated content only as a small part of a larger, human-directed and designed creative work.
 - We make an effort to utilize AI-generated content that is derived from media in the public domain, under a creative commons license, or licensed by the developer of the AI platform.

4. Social Impact

- With all its potential to improve the world, AI without proper checks and balances poses an unprecedented threat to humanity. The very long list of actual and potential social harms resulting from AI includes: widespread unemployment; misinformation, disinformation and data manipulation; greater vulnerability to cybercrimes; and an overreliance on technology resulting in cognitive decline.
- We believe that AI's purpose is to enhance, not replace. As mentioned earlier, we believe that the human brain is in many ways more powerful than artificial intelligence. As such, [we advocate for the cultivation of human creativity and strategic thought](#) in the workplace which would allow us to harness AI as a tool to turn human ideas into reality.
- We as an organization, take steps in creating a work environment that safeguards human cognition and creativity, ensuring the professional and personal development of our team while mitigating the risk of overreliance on technology including artificial intelligence.
- In line with our AI upskilling efforts at Ignited Word, we acknowledge that there is a need for better media literacy within the team to better combat



the risk of misinformation and disinformation.

5. Environmental Impact

- We understand the additional and growing strain that the use and development of artificial intelligence puts on natural resources, including energy consumption and water usage. As such, we use AI with restraint; for example we re-use previous information generated by prompts, rather than generating new ones.
- As such, we only use AI-powered tools and platforms when the non-AI alternative will use up more time, energy and resources to accomplish an undertaking.

6. 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.