Valiant.

AI Policy

2026

ABOUT THIS POLICY

This document has been drafted to tell you a little bit more about how Valiant uses AI tools. We recognise that AI is a rapidly advancing technology and we want to give you piece of mind and transparency when it comes to our use of AI.
This policy outlines the standards we require our staff to observe and we endeavour to maintain when using AI as well as some information on the key circumstances in which we use AI.
We will endeavor to review and update this policy regularly, to take account of changes in AI technology and how we are using AI tools.
Each Valiant team member is committed to identifying and capturing opportunities arising from emerging technologies. We are encouraged to be curious about new technology, expand our understanding of how they can be used and how they work, and use them. We and our team members endeavour to use them within the parameters of this policy.

Our use of AI tools aims to support three core principles:

1. **Quality:** We endeavor to be cautious and circumspect in our approach to working with generative AI tools.
2. **Protection:** We endeavor to follow legal developments in AI closely.
3. **Privacy:** We adhere to our Privacy Policy at all times with respect to your personal data, being transparent in our use of generative AI and how we collect and store personal data.

KEY WORDS

Valiant is a B2B branding and brand strategy agency based in Surrey, UK. We build stronger B2B businesses through brand strategy, brand identity, websites and campaigns
Artificial intelligence, or **AI**, refers to the simulation of human intelligence in machines that are programmed to think and act like humans.
Generative AI is a broad label for any type of artificial intelligence (AI) that can be used to create new text, images, video, audio, or code.
Large Language Models (LLMs) are part of this category of AI. They are trained on vast amounts of existing data and generate human-like text.
ChatGPT, Bing AI and **Google Bard** are publicly available web-based versions of generative AI, that allow users to enter text prompts and seek a view from the system, or to ask the system to create textual output based on a given subject. They allow individuals to summarise long articles, get an answer of a specific length to a question, or have code written for a described function.

BEHIND THE SCENES

We aim to share with each other how we're using AI tools in our daily work
When we use any generative AI tool, we will let our manager know and, when relevant, show them the before and after version. This could be in the form of a quick conversation over a laptop at the desk, or sharing links over Slack.

Training our team
We want to use these tools to support, not replace, our team's creativity. We sometimes provide lists of approved AI tools our team can use and internal training guides with examples to help new team members understand how they can use these tools.

Sustainable practices in digital activity
We understand that training AI tools on large data sets, using them to capture information, and then storing this data has a large carbon footprint. We therefore aim to carefully consider our usage, and strike a balance between realising the incredible potential of AI tools and lessening the environmental impact where possible.

CONTENT CREATION

Using AI text generators
Valiant may use text generators for topic research. Generative AI tools like ChatGPT are capable of processing vast quantities of information to attempt to swiftly summarise complex topics.

When using text generators to research a topic, the Valiant team aims to fact check and cross-check the resulting material, to lessen the chance of false information being mistaken as fact.

We may use text generators to spark ideas and inspiration

AI tools can support us in project research and the idea generation process, similar to how we ask a colleague for an idea or how to approach a creative task.

We aim to prioritise quality and authenticity in the content we produce

We endeavor to be critical and responsible users of generative AI tools – and that means we endeavor not to publish anything written completely by AI tools. We aim for material gathered from a text generator to not be copy and pasted into either our internal or public-facing material without first undergoing human editorial processing.

Through human editorial processing, Valiant endeavors to:

- Provide content that is factually correct and ethically sound

- Check for biases and stereotypes
- Avoid plagiarism

With this in mind, we endeavor not to publish any written content that is 100% produced by generative AI. We will endeavor to apply brand guidelines, fact-check responses, and re-write in our own words. Whether using the outputs from generative AI verbatim or with minor alterations, we aim to make inform those reading that one of these tools has been used. E.g. in footnotes.

USING AI AUDIOVISUAL TOOLS

Valiant may use image tools to correct and make minor edits
Image editing with AI tools can speed up Valiant's work. We may use these tools to make minor changes to a photo, to make it more usable without changing the subject matter or original essence.
For example, if we require a photo in a landscape ratio but only have one in a portrait ratio, we might use Photoshop's inbuilt AI tools to extend the background of the photo to create an image with the correct dimensions for a website.

We aim to use image editing tools ethically
We endeavor not to use any image or video editing tools to change the essence of original visual content, on our website, social media, or anywhere else. For example, we aim not to change the expressions, appearance, ethnicity, or any other core features of those captured in photography, video and images.

Valiant may use audio and video tools to remove distractions for audiences
Just like image tools and text generators, AI audio and video tools can also help us save time with creative projects. For example, our team can save hours of editing time by using audio clean-up tools to remove unwanted background noise or using video clean-up apps to remove distractions in shots in seconds.

AI tools may be used for creating subtitles in video editing programs
This saves us time, enabling us to pass the cost saving onto our clients. Some social media platforms will use AI to create voiceovers to go with the subtitles too. We aim to proofread the final content that goes out to ensure accuracy.

Valiant endeavors not to use voice clone generators or create deepfake videos
We endeavor not to use AI tools to recreate the voice or appearance of anyone.

RESEARCH, ANALYSIS AND IDEATION

Valiant endeavors not input any sensitive, private or embargoed information into AI
Text generators allow users to paste in articles or data and build a prompt around them, such as 'write

a social media post about this article' or 'analyse this data and tell me about the trends'.

However, Valiant recognises there are risks surrounding the privacy and intellectual property rights associated with the information we enter into these tools.

The terms of use in many AI tools are not clear on how the inputs are stored or may be accessed in the future. Therefore, Valiant endeavors to:

- predominantly input information that is already in the public domain;
- abide by the confidentiality provisions of any agreements we have with you; and
- abide by the intellectual property provisions of any agreements we have with you.

For example, if our team is working on content based on a story that has been embargoed by our client and they want to get some inspiration for the copy, there are only a few ways they could use AI tools. They should endeavor not to paste their unpublished copy or web link into ChatGPT in advance of the embargo lifting, or paste in raw client data kept on a private SharePoint site.

MEETINGS, TRAINING AND WEBINARS

We endeavor to not record or store content without consent
We may use AI transcription, notetaking and meeting tools. However, our use will always be in accordance with our Privacy Policy.

We request that our training sessions and webinars are not recorded

Our marketing training has been built and refined over many years and we have ownership over the intellectual property of this content. We ask that attendees are not using transcription tools to record, store or share the content. To do so could breach the terms of our Terms and Conditions with you or infringe our intellectual property or other rights. We are also mindful that not everyone on the call will have given consent for their input to be recorded.

We may end the session or remove people from the call if this occurs.

HIRING PROCESSES AT VALIANT

We check applications for use of AI
While the Valiant team is expected to experiment with tools and keep up with an ever-changing industry, we look for people who can think for themselves and value quality in the work they deliver to our clients.

We can detect when applications have been compiled using solely ChatGPT and other AI tools and this may negatively impact how your application is perceived.

We aim to be authentic during the hiring process

We may use AI tools built into recruitment platforms that match quality candidates with the vacancies we have placed on these sites.

USE OF YOUR PERSONAL DATA

We will always use your personal data in accordance with our Privacy Policy.

USE OF YOUR IP

If you are a client, how we use your IP (including in relation to AI tools) is set out in our T&Cs. For all other entities, how we can use your IP (including in relation to AI tools) will be set out in the terms of any agreement we may have come to with you.

FINAL THOUGHTS

This policy is non-contractual and we may amend, update or supplement it at any time.

Nothing in this policy should be taken as a guarantee or contractual promise from us to you.

If you have any questions or comments on this policy, please contact us at hello@wearevaliant.com