

## PR Council Guidelines on Generative AI

Generative AI is predicted to become a transformational technology and may be an increasingly useful and valuable tool for public relations professionals in the years to come. The responsible use of AI in public relations will enhance our ability to serve our clients and advance the public interest. However, the responsible use of AI must always be subject to human judgment and oversight to avoid bias, misuse, and inadvertent risks of harm.

This technology is rapidly evolving, and many agencies, professionals and organizations are exploring the potential of generative AI, current issues, and longer-term implications.

The following is guidance on the use of generative AI in our work for clients and our agencies based on the PR Council Code of Ethics and Principles. The PR Council strongly encourages agencies and their teams to actively engage in internal testing and learning relative to generative AI within a proper ethical and legal framework. Following these guidelines will help ensure that the use of generative AI aligns with our members' core commitment to the highest level of professionalism, decision making, and ethical conduct.

While these guidelines have been created with the input of a group of leaders across our Membership and reviewed by our legal partners at Davis+Gilbert, we encourage leaders to consult with their legal counsel as they tailor these guidelines and implement specific policies and training most appropriate for their clients, employees and vendors.

### 1. We protect the integrity of client information.

- Use caution when putting confidential client information into a generative AI tool or platform. For example, do not use it to create the first draft of a press release about a new product or to draft internal memos for staff. Other examples of confidential information include, but are not limited to:
  - Client business plans,
  - Client or prospect PPTs or documents,
  - Paid or confidential analyst reports that you would like summarized,
  - Paid market insights to detail key findings,
  - Confidential research data, and
  - Text related to sensitive internal employee communications.
- Why? Many different types of generative AI tools and platforms exist, and some tools may use the information you enter as prompts for written or visual content to train future iterations of their model and be incorporated into future output it generates. Unless specifically stated or identified as a closed tool or platform, anything entered as a query may enter the public sphere and release information and intellectual property into someone else's database not under your control
- Do not use generative AI images as final creative for a client campaign. The AI-generated work may be at risk of copyright infringement and the work itself cannot

be entirely protected under current U.S. copyright laws (since humans did not create it), according to current court rulings and U.S. Copyright Office policies. Moreover, certain generative AI tools may limit the user's ownership rights in the work the platform generates.

- Note: The above guidelines also apply to confidential, internal agency information.

## **2. We honor our role in society.**

- Do not use generative AI to create or spread deepfakes, nor misinformation or disinformation.

## **3. We are committed to accuracy.**

- Always check and source the data generative AI tools provide. Always validate the claims with your own search of the source. Just because the tool says it came from a source does not mean it did, as some generative AI chat tools are exceptionally good at convincingly fabricating information.
- Always check for inadvertent plagiarism, copyright infringement, or trademark infringement in AI-generated output.
- Ask vendors about how they use the AI in their tools (such as sentiment analysis) and work to eliminate biases and improve accuracy. Ask vendors to provide transparency around their prompts and inputs used to generate desired output, to help mitigate the risk of inadvertent infringement of third-party rights.

## **4. We believe that our clients and the public are best served when third-party relationships with spokespeople, bloggers, partners, and allies are open and transparent.**

- We recommend disclosure to clients if generative AI tools are used in any part of the creative process.
  - Flexibility can be applied to determining how and when to disclose. We recommend agencies include wording as part of their contract and scope of work if this is a common occurrence. If generative AI is being used infrequently, agencies should call out its use on individual pieces of work in which it played a substantive role. We encourage agency leaders to set policies on what requires written disclosure versus verbal.
  - Why? The PR Council encourages transparency. Additionally, most of our members have contracts that state that all materials we produce on behalf of clients are "work for hire" meaning we assign the ownership rights of those materials to our clients. However, that is currently impossible to do with solely AI-generated materials which could put us in violation of our contracts. We would also be exposed to increased legal risks due to dual indemnification clauses, which are common in most agency contracts. Clarify with your staff

when disclosure needs to be in writing and when verbal disclosure is sufficient,

- As an employee, you should disclose to your manager if you use generative AI tools as part of the drafting or creation process.
- Influencers should disclose if they use generative AI tools as part of their content creation on behalf of your clients and in their posts. The disclosure should be on every sponsored post they create. Influencers should be transparent with the agency about how AI-generated content was developed and should be responsible to the agency and client if the content results in a legal claim.
- Voice/music generating AI tools should never be used to mimic the voice or style of a real person. If there is a need to correct a voiceover and it is mutually agreed upon with the talent that AI can be used for such correction, then that will require a signed agreement before proceeding. If the voiceover talent is a union member, or if the agency or client are signatories to a union contract, additional requirements may apply as well.
- Respect the rights of other creators and do not prompt generative AI to develop creative content similar to that of a specific artist.

#### **5. We value diversity and inclusion in our profession.**

- Beware of biases incorporated in AI-generated output, both in writing and in developing imagery for a campaign. Some key questions to ask when evaluating an AI platform or tool to better understand potential bias can be found below.
- Do not rely on generative AI tools to translate or transcreate documents into other languages. The quality of the transcreation or translation might not be accurate. The quality of the transcreation or translation might not be accurate.
- Do not use generative AI as a replacement for diverse experiences, insight, or engagement.
- Utilize diverse perspectives within the agency to review content created by generative AI tools to ensure no bias is accidentally overlooked or shared externally.
- Do not use generative AI tools to create imagery, likenesses, or avatars that create the appearance of diversity instead of working with diverse talent.

**PR Council: AI Bias Questions to Ask**

- How was the data used to train the AI tool collected?
- Was the training data representative of the cultural identities and intersections of the real-world demographic population?
- Do the systems and processes used to collect the data have a process to interrupt inherent biases towards demographic groups?
- What is the demographic makeup of the people who are using the AI tool?
- What bias is the team introducing in its queries or uses of the tool? Specifically, where might the team have inherent blind spots in the process?
- What biases can we identify in results generated by the AI platform?
- Was the AI tool tested on a diverse set of data to evaluate its performance across different demographics?
- How can we mitigate the risk of bias in the AI tool?
- How do we connect the work of recognizing and reducing opportunities for bias in our use of AI platforms, with ongoing DEI work in our agencies to help identify and reduce bias in all aspects of our work and relationships?

**6. We are committed to agency practices that increase society's confidence in the practice of public relations.**

- Agencies should establish clear guidance and conduct regular, firm-wide training on best practices and the proper ethical and legal use of AI to protect their brands and their clients' brands. Training should focus on the following, to avoid ethical and legal risks:
  - Best practices for using AI in workflows,
  - Avoiding or mitigating potential algorithmic biases,
  - Enhancing client and stakeholder transparency,
  - Proper and full sourcing,
  - How to identify inaccurate results, and
  - Maintaining the integrity of intellectual property.
- Agencies should establish or expand their internal reporting frameworks to clearly define how staff can raise concerns.
- Since generative AI and its uses are evolving rapidly, agency leadership should update guidelines, training and discussion at least quarterly. PR Council will support Members by providing regular updates and trainings.

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