CLIENT-CONSULTANCY PARTNERSHIP CHARTER AND GUIDELINES FOR CODE OF CONDUCT

Guideline 3: AI Implementation in Public Relations Consultancies

Generative artificial intelligence (AI) represents a groundbreaking class of AI systems proficient in producing text, images, video, audio, and human-like conversations. Its functionality stems from advancements in machine learning, where computers autonomously learn from extensive quantities of data, often sourced from the internet.

Understanding the Risks:

- **Misinformation Amplification:** Generative AI models are trained on vast datasets, which can often contain inaccuracies and biases present on the internet. This can lead to the unintentional propagation of misinformation in public relations (PR) campaigns.

- **Data Bias Perpetuation:** The algorithms driving AI tools are created by humans, making them vulnerable to inheriting our biases. This can lead to discriminatory or stereotypical outputs in AI-generated content.

Therefore, as brand custodians we must be extra careful to ensure that necessary checks and balances are put in place while we use AI tools.

Use caution when putting confidential client or internal information into a generative AI tool or platform. While some generative AI platforms now offer closed versions or options, we continue to encourage caution. For example, do not use it to create the first draft of a press release about a new product or to draft confidential 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 summarised
- Paid market insights to detail key findings,
- Confidential research data, and
- Text related to sensitive internal employee communications.[1]

While generative AI offers a tantalising glimpse into the future of content creation and analysis, a critical security concern lurks beneath its user-friendly interface. The data you entrust to these systems, from legal contracts to sensitive business memos, may not be entirely private. Both the prompts you provide (think legal contracts or business memos) and the AI-generated outputs (essays, reviews) could potentially be

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[1] Public Relations Council. (2023, April 24). PR Council Guidelines on Generative AI. https://prcouncil.net/wp-content/uploads/2023/04/PR-Council-Guidelines-on-Generative-AI-042423.pdf

used or retained by the AI developer. This raises significant ethical and legal questions, particularly when dealing with confidential information. Imagine a lawyer inadvertently exposing client details through an AI-powered contract analysis tool.

- To navigate this potential privacy minefield, consider these safeguards:
    - **Scrutinise Licensing Agreements:** Before using any generative AI tool, meticulously examine its licensing terms. Gain a clear understanding of how your data and the AI's outputs will be handled.
    - **Future-Proof with On-Premises Solutions (if available**):Although presently limited in availability, establishing your own secure generative AI model offers the ultimate control over your data.

Maintain Vigilance: Don't succumb to the siren song of user-friendliness. Always exercise caution regarding the data you feed into these systems[2].potentially integrating it into future output they generate. Many distinct types of generative AI tools and platforms are available for use, and some tools may utilise the information you enter as prompts for written or visual content to train future iterations of their model, potentially integrating it into future output they generate[3]. Due to legal and regulatory pressures, many AI providers are now offering the choice to opt out of data collection, ensuring their materials will not be used for AI training without their consent. Some AI companies are now offering information about their training data to eliminate copyright concerns. Consultancies should still be careful: 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[4].

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 copyright laws (since humans did not create it)[5]. That said, the incorporation of generative AI into enterprise creative platforms like Adobe's Firefly provides greater legal protection to consultancies and their clients.

We recommend disclosure to clients and in some cases members of the public if generative AI tools are used in any part of the creative process.

Flexibility can be applied to determining how and when to disclose. If generative AI is being used infrequently, consultancies should call out its use on individual pieces of work in which it played a substantive role. We encourage consultancies leaders to set policies on what requires written disclosure versus verbal[6].

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[2] Eliot, L. (2023, January 27). Generative AI: ChatGPT can disturbingly gobble up your private and confidential data, forewarns AI ethics and AI law. Forbes. https://www.forbes.com/sites/lanceeliot/2023/01/27/generative-ai-chatgpt-can-disturbingly-gobble-up-your-private-and-confidential-data-forewarns-ai-ethics-and-ai-law/

[3] Public Relations Council. (2023, April 24). PR Council Guidelines on Generative AI. https://prcouncil.net/wp-content/uploads/2023/04/PR-Council-Guidelines-on-Generative-AI-042423.pdf

[4] Public Relations Council. (2023, April 24). PR Council Guidelines on Generative AI. https://prcouncil.net/wp-content/uploads/2023/04/PR-Council-Guidelines-on-Generative-AI-042423.pdf

[5] Public Relations Council. (2023, April 24). PR Council Guidelines on Generative AI. https://prcouncil.net/wp-content/uploads/2023/04/PR-Council-Guidelines-on-Generative-AI-042423.pdf

[6] Public Relations Council. (2023, April 24). PR Council Guidelines on Generative AI. https://prcouncil.net/wp-content/uploads/2023/04/PR-Council-Guidelines-on-Generative-AI-042423.pdf

The following guidelines may serve as an initial reference point. As more and more AI capabilities get involved in various tools, we will have to review and update our best practices.

Transparency and Accountability:

Public relations consultancies must uphold transparency regarding their utilisation of artificial intelligence (AI). This entails providing disclosure regarding the instances in which AI systems are implemented as well as the extent to which they impact decision-making procedures. The establishment of accountability procedures is imperative to rectify any imperfections or biases that AI algorithms might introduce[7].

Ethical Use of Data:

Respect user privacy and adhere to data protection regulations when collecting and processing data for PR purposes. Public relations consultancies should ensure compliance with privacy and security regulations governing the management of personal data, as mandated by law of the land[8]. Obtain explicit consent from individuals before using their personal data for AI-driven PR campaigns.

Bias Mitigation:

Regularly assess AI algorithms for biases that could perpetuate stereotypes or discriminate against certain groups. Implement measures to mitigate biases, such as diverse training data and algorithmic fairness techniques.

Human Supervision:

Maintain a crucial human touch in every step of the AI-driven PR process to uphold ethical decision-making and intervene when necessary. Recognise the limitations of AI and the importance of human judgment in complex PR situations.

User Empowerment:

Provide users with clear information about how AI is utilised in PR activities and offer options for opting out of AI-driven campaigns. Empower users to control their data and customise their interactions with AI-powered PR initiatives.

Continual Learning and Improvement:

Foster a culture of continual learning and improvement by regularly evaluating the effectiveness and ethical implications of AI systems. Invest in employee training to enhance understanding of AI technologies and their implications for PR practice.

Security and Integrity:

[7] Doe, J. (2020). Artificial intelligence transparency and public decision-making: Why explanations are key when trying to produce perceived legitimacy. Retrieved from ResearchGate. https://www.researchgate.net/publication/340044867_Artificial_intelligence_transparency_and_public_dec

[8] Smith, J. M., & Jones, A. B. (2019). Artificial intelligence in public decision-making. Journal of Public Policy, 39(2), 345-367 https://journals.sagepub.com/doi/10.1177/0973258619866585

Implement robust security measures to protect AI systems and the data they handle from cyber threats and unauthorised access. Ensure the integrity of AI-generated content by verifying its accuracy and authenticity before dissemination.

Regulatory Compliance:

Stay abreast of relevant regulations and guidelines governing the use of AI in PR, ensuring full compliance with legal requirements and industry standards. Advocate for responsible AI governance and contribute to the development of regulatory frameworks that promote ethical AI practices in the PR industry.

By adhering to these guidelines, PR consultancies can harness the potential of AI to enhance their operations while upholding ethical principles and promoting a culture of innovation.

Here are the 7 commandments for ethical use of AI in PR:

1. **Be Honest:** Tell people if you're using AI and how it affects what you say. Fix any unfairness in the AI.

2. **Protect People's Info:** Keep user privacy a priority, follow data rules, and ask permission before using data for AI campaigns.

3. **Fight Unfairness:** Check the AI for unfair views and fix them by using a variety of information.

4. **Humans Lead:** Keep people in charge to make good decisions and step in when needed.

5. **Give Users Choices:** Let people know about AI use and give them a way to avoid AI-driven PR.

6. **Keep Improving:** Regularly check if the AI is working well and doing the right thing, and teach people about AI in PR.

7. **Stay Safe & Follow Rules:** Protect the AI system from bad guys and make sure what the AI says is true before sharing it. Follow all the rules for using AI in PR.

Conclusion

In the Government and Public Service (G&PS) industry, consultancies are dedicated to meeting citizens' needs while optimising returns on investments within limited budgets. Incorporating a Generative AI-enabled chat function offers a solution for efficiently handling citizen inquiries and simplifying the procurement process. This technology enables swift access to real-time information and facilitates prompt response to inquiries regarding contractor qualifications, existing contracts, and bids. The advent of Generative AI presents a new level of capability that can enhance and accelerate the industry's adoption of cutting-edge AI[9] technologies. Generative AI presents a powerful tool for PR, but ethical considerations are paramount. Ensure data security, be transparent with clients, and prioritise user privacy. Mitigate bias in AI algorithms and maintain human oversight. Empower users and continuously evaluate these systems. By prioritising responsible AI practices, PR professionals can leverage this technology ethically and effectively.

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[9] Deloitte AI Institute. (2023). The Generative AI Dossier: A selection of high-impact use cases across six major industries. https://www2.deloitte.com/content/dam/Deloitte/th/Documents/deloitte-consulting/generative-AI-dossier.pdf