

Generative AI & Responsible Use Framework

1. ABOUT THIS FRAMEWORK

- 1.1 The use of generative AI (GenAI) is transforming the way people work. When used thoughtfully and responsibly, it can support creativity, improve efficiency and enhance decision-making. However, it also introduces risks, including data protection breaches, confidentiality concerns, copyright and intellectual property issues, ethical considerations and broader legal and reputational risks.
- 1.2 We permit the informed, responsible and ethical use of authorised AI applications when carrying out business activities. This framework must be followed whenever GenAI is used for work-related purposes, whether within a role or in a freelance or collaborative capacity.
- 1.3 The purpose of this framework is to support the thoughtful, responsible and ethical use of generative AI across Lil Creative Studio. We see AI as a tool that can enhance creativity, reduce repetitive tasks and improve efficiency, while recognising that human judgement, integrity and meaningful relationships remain at the heart of our work.
- 1.4 This framework does not form part of any contract of employment or contract for services and may be amended at any time.

2. OUR PRINCIPLES

We believe AI has the potential to support creativity, improve efficiency and unlock new ways of working. At the same time, it must be used thoughtfully, responsibly and with appropriate human oversight.

Our approach is guided by the following principles:

Human creativity comes first

AI is a tool to enhance human creativity, not replace it.

The most valuable part of our work comes from listening carefully, understanding context, asking thoughtful questions and applying creativity, experience and professional judgement. AI can support this process, but it cannot replace human insight, empathy or lived experience. We remain accountable for all work we produce.

Trust and confidentiality

We respect the trust placed in us by clients, collaborators and communities. Confidential and sensitive information must always be handled with appropriate care and in line with our data protection and privacy commitments.

Accuracy and transparency

AI-generated outputs must always be reviewed, verified and refined before being relied upon or shared externally. Where appropriate, we will be transparent about the role AI has played in shaping work.

Environmental responsibility

We recognise that AI systems consume energy and computational resources. As a studio committed to people and planet, we aim to use AI thoughtfully and proportionately using it where it adds genuine value, while remaining mindful of its environmental impact.

We seek to balance innovation with environmental responsibility, avoiding unnecessary use and prioritising approaches that reduce waste or improve efficiency.

Learning and responsible innovation

AI is evolving rapidly, and so are we. We encourage curiosity, experimentation and continuous learning, while remaining mindful of ethical considerations, legal responsibilities and the impact of our decisions.

3. WHO THIS FRAMEWORK APPLIES TO

This framework applies to all employees, officers, consultants, contractors, volunteers, interns, casual workers and agency workers (referred to collectively as the workforce).

4. RESPONSIBILITY FOR THIS FRAMEWORK

- 4.1 Claire Steele has overall responsibility for the operation and review of this framework.
- 4.2 Questions or suggestions should be directed to hello@lilcreativestudio.co.uk.
- 4.3 This framework is reviewed at least annually to reflect changes in technology, practice and legislation.

5. TERMINOLOGY

To support clarity, the following terms are used within this framework:

- **GenAI (Generative AI):** Artificial intelligence that generates new content such as text, images, code, video or audio based on training data.
- **GPT (Generative Pre-trained Transformer):** A type of large language model used to generate human-like text responses.
- **LLM (Large Language Model):** AI systems trained on large datasets to generate and interpret human language.
- **Hallucination:** When AI generates outputs that are incorrect or fabricated but appear plausible.
- **Prompt:** The input or instruction provided to an AI system.

6. SCOPE

6.1 This framework applies to all use of generative AI for business purposes, whether during or outside working hours, and whether using personal or company devices, provided the use relates to Lil Creative Studio work.

6.2 This framework should be read alongside other relevant studio frameworks and policies, including those relating to data protection, ethics, equality, diversity and inclusion, and accessibility.

7. AUTHORISED AI APPLICATIONS

7.1 Only approved AI applications listed in the Schedule may be used for business purposes.

7.2 This list may be updated from time to time. If there are suggestions for additions or concerns about existing tools, these should be raised with Claire Steele.

7.3 Where available, privacy or opt-out settings must be enabled to prevent training on submitted data.

7.4 Work email addresses should be used for access where applicable.

8. APPROPRIATE USE OF AI

AI may be used where it supports the following activities, provided it is used responsibly and in line with this framework:

- Drafting content and internal materials.
- Research and information gathering.
- Idea generation and creative exploration.
- Summarising information.
- Code development and technical support.
- Client communication support.
- Data analysis and insights.

- Website, marketing and performance analysis.
- Working with approved business and project data.

AI should always be considered a supporting tool. Its use should be intentional rather than automatic.

If a use case falls outside these examples, it must be approved in advance.

9. GUIDELINES FOR RESPONSIBLE USE

When using AI, we expect everyone working with Lil Creative Studio to follow these principles:

Confidentiality and data protection

Confidential, sensitive or personal data must not be entered into AI systems unless explicitly permitted and appropriately safeguarded in line with data protection requirements.

Intellectual property

Respect copyright, licensing and intellectual property rights. Do not input third-party protected material without permission.

Respect and inclusion

AI must not be used to generate offensive, discriminatory, harmful or inappropriate content.

Security

Standard studio security practices must be followed, including secure passwords, approved tools only, and safe handling of software and integrations.

Critical review

All AI outputs must be reviewed, sense-checked and refined. AI does not understand context and may produce inaccurate or biased content.

Ethical use

AI must be used in ways that align with the values of Lil Creative Studio. It must not be used to mislead, impersonate, harass or manipulate others.

Third-party tools and add-ons

Care should be taken when using third-party plugins or integrations connected to AI systems. If uncertain, advice should be sought before use.

10. MONITORING

We may monitor the use of AI tools (including prompts and outputs) where necessary and proportionate, for purposes including security, compliance, performance and protection of confidential information, in line with legal obligations.

11. COSTS

Unless otherwise agreed, individuals are responsible for any personal costs associated with use of publicly available AI tools.

12. LEARNING, ACCOUNTABILITY AND RAISING CONCERNS

We encourage openness around the use of AI and recognise that this is a rapidly evolving area.

Mistakes should be raised promptly so they can be addressed and learned from. Deliberate misuse of AI, breaches of confidentiality or unlawful use may result in appropriate action in line with contractual obligations and other studio frameworks.

Anyone working with Lil Creative Studio is expected to co-operate with any investigation into suspected breaches and to report concerns promptly.

REVIEW

This framework will be reviewed periodically and may be updated to reflect changes in legislation, best practice, organisational priorities or the way Lil Creative Studio operates.

Last reviewed: July 2026

Schedule 1: Authorised AI applications

- Adobe Creative Cloud: <https://www.adobe.com/uk/privacy/policy.html>
- Google: <https://policies.google.com/privacy>
- Cabin Analytics: <https://withcabin.com/privacy>
- WordPress.org: <https://en-gb.wordpress.org/about/privacy/>
- Meta: <https://www.facebook.com/privacy/policy/>
- LinkedIn: <https://www.linkedin.com/legal/privacy-policy>
- YouTube: https://www.youtube.com/intl/ALL_uk/howyoutubeworks/our-commitments/protecting-user-data/
- Vimeo: <https://vimeo.com/privacy>
- OpenAI (ChatGPT): <https://openai.com/policies/privacy-policy>
- ClickUp: <https://clickup.com/terms/privacy>