Eleven's use of AI policy

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Introduction

At Eleven, we recognise the transformative potential of artificial intelligence (AI) to improve how we work. It enhances our creative process, fosters innovation and improves productivity – all of which is beneficial for our clients.

Our approach to AI is centred on maintaining human authenticity, making sure we use it ethically and aligning with our values:

- – We're curious about the world around us.
- – We're committed to making the world a better place.
- – We value collaboration. It's how we have the greatest impact.

This document outlines our principles, usage guidelines and ethical considerations for AI. By adhering to these guidelines, we aim to leverage AI's capabilities responsibly and ethically, ensuring that our work is enhanced whilst maintaining authenticity and integrity.

Principles of AI usage

1. Human-centred creativity

Assistance: AI should enhance human creativity, not replace it. We're committed to using AI as a tool that amplifies our creative output, ensuring that every piece of work maintains a human touch and aligns with your mission. No project shall rely entirely on AI-generated content. We use AI to quickly generate starting points to spark ideas, which we then develop as a team. This could be concept headlines, layout scamps and supporting narrative. All AI-generated content is reviewed and enhanced by our creative team to ensure quality, suitability and originality.

Supporting: At Eleven, AI is used to automate repetitive tasks, allowing our team to focus on more creative and strategic activities. This not only enhances our productivity but also ensures that our employees can engage in more fulfilling and impactful work. AI isn't used to replace human expertise.

2. Transparency and accountability

Clear identification of AI: We commit to transparency in our use of AI, ensuring that you know when you're interacting with AI-generated content or tools. This is done verbally in presentations/meetings. This clarity builds trust and ensures a seamless experience.

We are in the process of creating an Eleven AI watermark for you to use on any imagery generated in part/full by AI, if you so choose. We will also supply you with a form of words that can be published alongside any AI generated images, for example on social media, explaining that AI has been used in the creation of the image.

Clear communication: We will be transparent about the use of AI in our creative process, both internally and with you. You'll be informed about the extent and nature of AI's role in your projects both in our [terms and conditions](#) but also verbally in presentations/meetings.

3. Ethical use and avoidance of bias

Bias monitoring: AI tools can inadvertently introduce biases. We are committed to actively monitoring and mitigating any bias in AI-generated content to uphold our commitment to diversity, equity and inclusion. Our Operations team is putting robust processes in place to regularly audit our AI tools and outputs for bias, ensuring fairness and inclusivity in all our projects.

Cultural sensitivity: We endeavour to ensure AI-generated content respects cultural diversity and avoids perpetuating stereotypes. We do this by undertaking thorough quality control checks on all outputs. We are also considering investing in cultural sensitivity training for our team, so we can actively avoid stereotypes or culturally insensitive elements in AI-generated designs - respecting diverse cultural backgrounds and preferences.

4. Privacy and security

Data protection: We handle all data used in AI tools with the utmost care, ensuring compliance with both data protection regulations and our own data handling policies to safeguard privacy and security. No sensitive or restricted client information will be fed into AI, in line with how we already handle this information in relation to working with third parties. Data we do use with AI tools will be protected by disallowing the AI tools to use the data for training of its models.

Risk register: We maintain a risk register. It's the responsibility of individual project owners to add and update the risk register to identify, evaluate and mitigate risks associated with our use of AI. This is overseen by our Operations team.

Regular review: The impact of AI usage is reviewed quarterly, and updates shared with our Management team to ensure continued alignment with our strategic priorities.

AI induction program: We are developing an AI induction/training program for our employees, outlining the tools we use and best practice guidance on their usage. This is reviewed quarterly and updated to reflect the regulatory framework in place and industry best practice.

Regulation

We ensure that our use of AI is transparent, ethical and complies with all relevant laws and regulations (e.g. GDPR, EU AI Act).

Client opt out

We're committed to transparency and flexibility. We understand that not all clients will be open to incorporating AI-generated imagery as part of their creative output. That's why we offer you the option to **opt-out of using AI in the creative process**. If you prefer a purely human-led approach for visuals, you're welcome to let us know, and we'll adapt accordingly.

However, it's important to note that AI is integrated into our operations to ensure efficiency and quality in key areas like project management, data analysis and process automation. These tools are essential to how we deliver timely and effective results and opting out of this operational aspect is not possible.

We believe in using AI responsibly and ethically, and we remain committed to creating content that reflects your values and vision.

Use cases

We want to be transparent about how AI fits into our processes. Below are a few real-life examples of how we use AI to enhance creativity, drive innovation and boost productivity:

Enhancing Creative Processes: AI helps our creative team explore diverse visual concepts quickly. For example, by using AI-generated imagery as a starting point, we can create mood boards, style guides, or initial mock-ups much faster. This accelerates the creative process, allowing us to offer more options for you to review and refine.

Fostering Innovation: We use AI-driven tools to analyse industry trends, social sentiment and competitive insights. These tools allow us to surface fresh perspectives and emerging ideas that can inspire innovative campaigns. This means we're always exploring new ways to tell your story in ways that resonate deeply with your audience.

Improving Productivity: AI is an integral part of our project management systems. By automating routine tasks—like organising project timelines, generating progress reports or

optimising workflows—AI helps us focus on what matters most: delivering high-quality, strategic work for you. This ensures we're always operating efficiently and meeting deadlines.

If you have any questions about our use of AI, please contact hello@elevenagency.co.uk