

AI-PLAYBOOK

OUR APPROACH TO
ARTIFICIAL
INTELLIGENCE

RESPONSIBLE USE OF ARTIFICIAL INTELLIGENCE

At Tchitii Communication, we see Artificial Intelligence (AI) as a tool and pathfinder – it increases our efficiency and creativity, but it never replaces human beings. We integrate AI responsibly into our workflows in order to create more value for our clients without ever giving up control.

This AI Playbook summarizes our guidelines for the ethical, secure, and effective use of AI. It is intended to create transparency about how we use AI in projects and to ensure that quality, accountability, and trust are preserved at all times. This is what we stand for – together with the entire team of Tchitii Communication.

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1. AI as a Creative Accelerator Human Creativity at the Center

AI is, for us, a creative accelerator that helps to complete routine tasks more quickly and to trigger new ideas. It can increase creativity, speed, and output – but the decisive impulses and the fine-tuning continue to come from our team at Tchitii Communication. Every template generated by AI is critically reviewed, adapted, and refined so that it meets our high quality standards and the unique brand style of our clients.

- **More efficiency, more creativity:** AI takes over time-consuming routine tasks when needed, so that our team has their minds free for creative strategy and high-quality content. In this way, we can react faster to trends and develop innovative ideas without sacrificing quality.
- **Mandatory human quality check:** No AI-generated content leaves our office without a thorough human review and release. AI is an assistant tool – not an automatic system that produces final products without human approval. We ensure that every text, every image, and every idea passes through the Tchitii quality filter.
- **AI does not replace creativity:** The best results arise from the interaction of AI and human skill. AI has neither taste nor judgment; it provides suggestions – but we bring the creative vision that turns good ideas into great communication. Strategy, conceptual decisions, and the “final touch” always remain with us humans.

2. Data Protection & Security

The protection of sensitive data has top priority. We handle information responsibly and use AI technologies in such a way that confidentiality, data security, and compliance are always ensured. For publicly accessible AI tools, our principle applies: caution with inputs. We treat these as if they could potentially become public.

With ChatGPT Team, however, we work in a secure environment in which inputs are not used for training purposes. In both cases, our principle is: Think before you enter anything.

- **No sensitive data in public AI tools:** Confidential client or company data is never entered into publicly accessible AI services. We treat AI inputs as if they could be viewed by third parties and thereby consistently protect business secrets and personal data.
- **ChatGPT Team as working environment:** We use ChatGPT Team as a common tool for support in everyday work. In doing so, we do not enter any sensitive or personal data. Inputs are limited to general, non-confidential information, which we process responsibly within our secure team account.
- **No training use of data:** Content that we process via ChatGPT Team is not used for the training of OpenAI's AI models. OpenAI ensures that business customer data in ChatGPT Team does not flow into the further development of the models ([OpenAI Help Center](#)).
- **Compliance with data protection laws:** We strictly adhere to applicable data protection regulations (e.g., GDPR).

3. Respect for Copyright & Originality

We attach great importance to intellectual property and original content – even when AI helps in content creation, the same rules apply as in any creative work. We treat AI results with the same care as, for example, stock photos or design templates: only permitted material is used, and in the end there is always an independent, unique result for our clients.

- **No copyright infringements:** In AI-generated texts, images, or graphics we do not use copyrighted materials without license. When we work with materials from our clients (e.g., images, texts, or logos), we ensure that these contents are correctly approved and can be legally used within the project.
- **Originality instead of copy:** For us, AI serves as inspiration, not duplication. Our team checks every output to ensure that it is creatively independent and not merely a variation of existing works.
- **Check before publication:** Every output is checked for compliance with copyright and quality before publication.



4. Ethical and Fair Use of AI

Integrity, fairness, and accountability guide our handling of AI. We use AI exclusively within the framework of our ethical principles and ensure strictly that neither the contents nor their use have negative effects. Our goal is to create added value with AI – never deception or discrimination.

- **No inappropriate content:** AI-generated content may never be misleading, offensive, or discriminatory. We do not use AI to distort facts or to deceive the audience. Every automatically created text passage and every AI image is checked as to whether it corresponds to our values, the applicable law, and the expectations of the target group.
- **Avoidance of bias:** We are aware that AI models can adopt prejudices from training data. Therefore, we review AI outputs for unintended bias and ensure that diverse, inclusive representations are promoted. Stereotypes or distorted depictions – for example regarding gender, ethnicity, or body images – we consistently correct.
- **No deception or imitation:** Tchitii Communication does not use AI for deepfakes or deceptive simulations of real persons. Honesty and authenticity remain the highest commandment, even when AI is involved.

5. Transparency and Open Communication

Transparency towards our clients is important to us, especially with regard to the use of AI in projects. We are convinced that open communication about AI use creates trust and prevents misunderstandings. At the same time, we always take into account the individual requirements and expectations of our clients.

- **Handling AI use:** We disclose the use of AI when it is essential for the understanding or assessment of a project.
- **Clear responsibility:** Every result bears the signature of our team – human responsibility remains. We, as an agency, stand for all results – even if AI tools helped in the process. No decision is left blindly to a machine. Should there be questions or concerns from the client side, we are always ready to explain our process and to find suitable solutions together.
- **Transparency is a must:** When we publish AI-generated content, we ensure that it is recognizable as such, to the extent required by law and reasonable, in order to avoid misleading anyone.

6. Further Education & Continuous Improvement

The world of AI is developing rapidly – and we develop with it. Tchitii invests in the continuous training of our team and adapts internal processes to always remain at the cutting edge of technology and ethics.

- **Commitment to further education:** We understand AI competence as a strategic key qualification. Therefore, our entire team commits itself to continuous further education – both regarding opportunities and creative possibilities as well as regarding risks, responsibility, and security in the use of AI. Our entire team has solid know-how in dealing with AI and continuously expands this knowledge. This knowledge flows directly into our projects and ensures that we use AI competently, reflectively, and responsibly.
- **Practice-oriented learning:** We continuously deepen our knowledge in practice-oriented learning units and bring new insights directly into project work.
- **Adaptation of guidelines:** Our AI Playbook is regularly reviewed and further developed in order to keep pace with technology, best practices, and regulatory requirements.
- **New AI tools:** Before deploying new AI tools, we assess their risks in terms of data protection, copyright, and fairness.

CONCLUSION:

With these guidelines, Tchitii Communication ensures that we use the opportunities of AI creatively and effectively – without incurring risks for quality, security, or trust. For us, AI is intended to accelerate creativity, not to compromise trust. Through responsible use, transparent communication, and continuous further education, we remain both innovative and reliable.

Our promise: We use AI to achieve even better results for our clients – and we always stand behind the quality that characterizes Tchitii Communication.

