

AI-PLAYBOOK

OUR APPROACH TO
ARTIFICIAL
INTELLIGENCE

RESPONSIBLE USE OF ARTIFICIAL INTELLIGENCE

At Tchitii Communication, AI is part of how we work. Judgment, strategy, and relationships remain human. AI accelerates. We decide what comes of it – for whom, in what tone, and to what effect. We're continuously finding new ways to let AI take on production and routine, wherever it makes sense. This Playbook describes how we do this – responsibly, transparently, and with a clear stance.

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1. AI as a Creative Accelerator

Human Creativity at the Center

For us, AI is both a production tool and thinking partner. It accelerates, structures, and delivers suggestions. What it cannot do: judge, contextualize, recognize the right moment. That is our core business.

We call this Productive Judgement. The ability to decide whether a result is good enough, whether a text has a clear position, whether a message fits the situation. This ability lies with us. Always.

- **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.
- **No AI-Slop:** Generic output without context and perspective has no place at Tchitii Communication. We reject volume without quality. For ourselves and for our clients. The renaissance of quality is not a trend. It is our fundamental position.

2. Data Protection & Security

The protection of sensitive data has top priority. The entire Tchitii team currently works with Claude by Anthropic as our central AI tool, on individual Pro accounts.

- **Claude as our working environment:** We use Claude for AI-supported tasks across the team and handle every input with that in mind: nothing confidential or client-sensitive goes in without thinking it through first.
- **No sensitive data in public tools:** Confidential client or company data is never entered into publicly accessible AI services. We treat every AI input as if it could be viewed by third parties, and we check our account's training and privacy settings rather than assume inputs are excluded by default.
- **Compliance with data protection laws:** We strictly adhere to applicable data protection regulations (GDPR) in how we handle data.
- **Ongoing updates:** We revisit this section as soon as our plan or infrastructure changes, so the Playbook always reflects what we actually use.

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. Ethics, Responsibility & Fairness

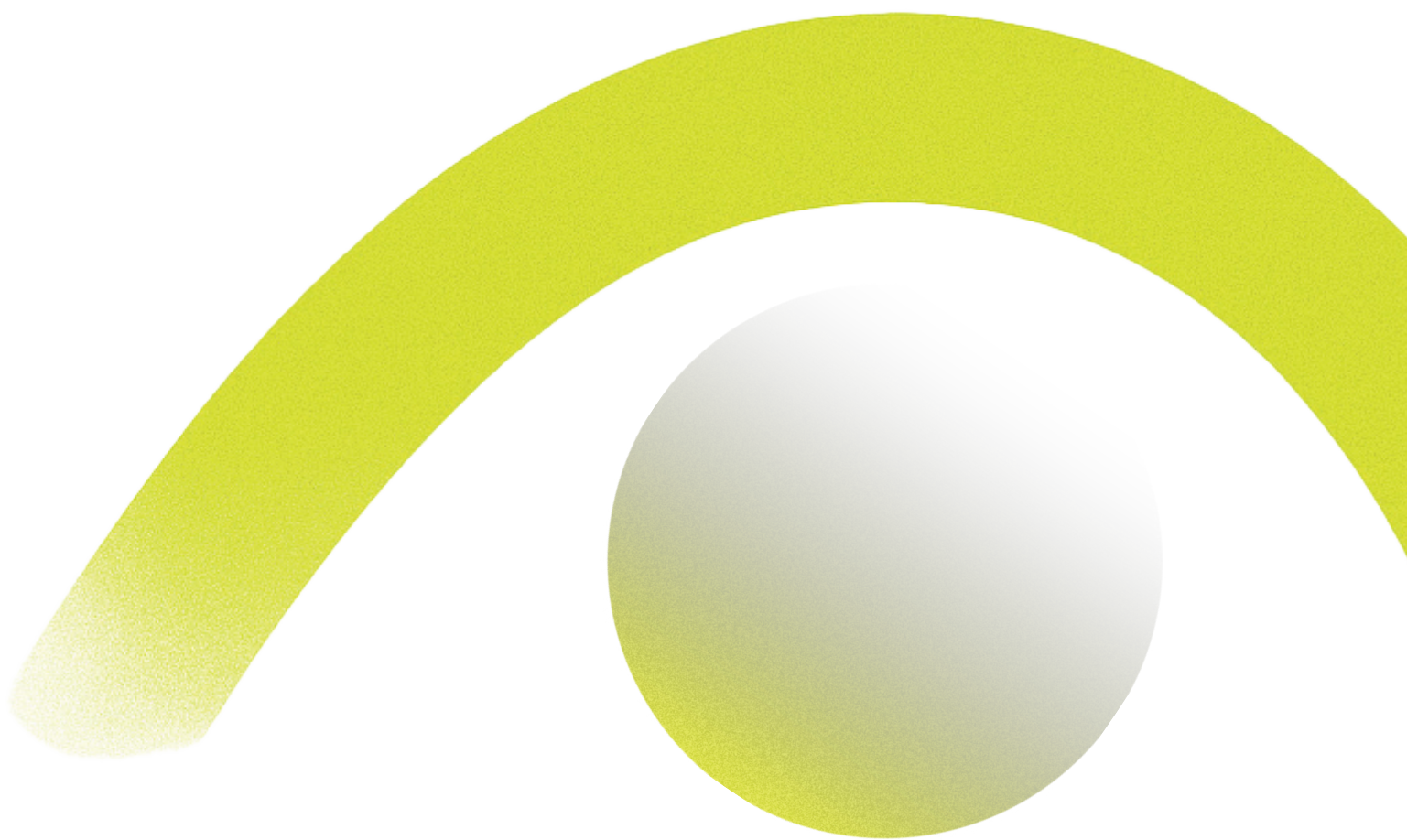
Integrity, fairness, and accountability guide our handling of AI. We use AI exclusively within the framework of our ethical principles and ensure strictly that neither the contents nor their use have negative effects. Our goal is to create added value with AI – never deception or discrimination.

- **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 individual requirements and expectations of our clients into account.

- **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:** We disclose the use of AI, when it accounts for more than 50% of the content and whenever it is essential for the understanding or assessment of a project.



6. Further Education & Continuous Improvement

The world of AI is developing rapidly – and we develop with it. Tchitii invests in the continuous training of its 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 expertise. This knowledge flows directly into our projects and ensures that we use AI competently, reflectively, and responsibly. This also includes the active development of AI agents and automated workflows that structurally improve our work.
- **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.
- **Our AI ecosystem is growing:** We actively build specialized AI agents for recurring tasks. Before deploying new tools, we assess data protection, copyright, and quality requirements.

7. Labeling Obligation (Art. 50 EU AI Act)

Since August 2, 2026, Art. 50 of the EU AI Act has been in effect: content that was generated by AI or substantially influenced by AI must be labeled if it is capable of misleading people about its origin or creating the impression of human communication.

There is an exception for texts that undergo editorial review before publication, which is exactly how we work at Tchitii. Still, we deliberately go a step further:

- **Our threshold:** If AI accounts for more than 50% of the final product, we label it voluntarily, even though the legal exemption would apply to us due to our editorial oversight.
- **Images and graphics:** We label AI-generated images, graphics, or visualizations with "AI-assisted" or "created with AI".
- **A matter of principle, not obligation:** We use AI to do better work, not to obscure where content comes from. Transparency is part of our quality promise.
- **Humans are and remain responsible:** All content produced at Tchitii is reviewed, refined, and approved by a human before publication. That's exactly why the legal exemption applies to us.

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. AI accelerates our work. Our judgment protects the quality. Together, that is our promise. IC meets AI. 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.

