



HUB AI usage overview

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We know that AI is a fast-moving space, and clients want clarity on how it's used especially when it comes to creative work, data protection, and brand safety.

At HUB, we've put a clear framework in place to make sure our use of AI is considered, secure and always led by people.



1 AI supports the work - it doesn't drive it

We may use AI tools in the background to help with things like research, speed up admin, or generate rough starting points but the final thinking, decision-making and outputs are always done by our team.



2 We don't upload your content into open AI systems

We never put client files, strategy documents, or confidential brand content into public-facing AI tools like ChatGPT, Midjourney, or similar. If we ever want to use AI in a more integrated way on a project, we'll get your input first and use secure, approved environments.



3 You'll always know where AI is being used

We believe transparency is part of building trust so if any part of your project involves AI in a visible way (such as image generation, copy assistance, workflow automation and voice over), we'll flag it early and make sure you're comfortable with how it's handled.

4 We actively manage risks around copyright and IP

We're careful about how and when we use generative AI especially for visual or written content. If there's any risk around unclear licensing or originality, we'll avoid it. We never put anything forward unless it's been checked for quality, accuracy and compliance.

5 We have governance in place

Internally, we have guardrails and a named owner for AI usage to make sure we're using the right tools in the right way. That includes vetting tools before we introduce them, tracking how they're used, and regularly reviewing our approach to keep pace with changes in the market and regulation.



Our commitment

» We will **use AI to assist, not replace**

Every deliverable is led by a real person

» We will **protect your content**

Your data and assets stay private and secure

» We will **stay transparent**

You'll always know if AI is involved

» We will **avoid copyright risks**

We review everything for originality and compliance

» We will **maintain oversight**

Our approach evolves but our standards stay high

We are happy to talk

If you have any questions around the use of AI at HUB
please contact: Dora.papp-sutcliffe@thisishub.com

