

**THE BBN AI
TRANSPARENCY PACK:**

A FRAMEWORK FOR TRUST IN B2B MARKETING

The BBN AI Transparency Pack provides a clear framework for our commitment to the responsible and ethical use of artificial intelligence. This document outlines our core principles across three pillars: AI Usage & Governance, Data & Privacy, and a Commitment to Ethical AI.

PILLAR 1: AI USAGE & GOVERNANCE

This pillar outlines our principles for the practical application of AI, ensuring that technology serves to augment human talent and that every AI-assisted action is accountable.

KEY ELEMENTS:

- * **Transparent Declaration of AI Use:** We commit to full transparency. The use of AI in projects is explicitly declared in our agency contracts or project-specific terms and conditions.
- * **Human-in-the-Loop as a Mandate:** We believe AI is a tool to enhance efficiency and creativity, never a substitute for human ingenuity. The final strategic decision and accountability for all work always rest with our expert teams.
- * **Traceability by Design:** Our custom BBN AI Space apps – tools built for research, content production, and adaptation – are designed for governance. They log the entire creation process, providing a complete, auditable history that makes every step traceable.
- * **Professional Team Enablement:** The BBN AI Academy is our engine for professional governance. It provides a robust, ongoing training system for all our teams, with progress tracking and weekly updates to keep our understanding of AI's impact and its responsible application current.

PILLAR 2: DATA & PRIVACY

We have engineered a secure, sovereign digital environment to eliminate the “black box” concerns of AI. Our approach guarantees that client data is protected, controlled, and used exclusively for its intended purpose within the BBN AI Space ecosystem.

KEY ELEMENTS:

- * **A Secure & Sovereign Ecosystem:** Our commitment to data privacy is manifested in the BBN AI Space platform, a fortified, GDPR-compliant environment hosted on secure AWS servers in Frankfurt, Germany.
- * **Privacy-First Data Flow:** All models are connected via secure API. This ensures client prompts and proprietary data are never used to train any third-party model.
- * **Client Control and Data Sovereignty:** The platform empowers clients with control. Users can select European-hosted models for sensitive data, and team administrators can restrict models to specific geographic locations. Because all governance is stored in our environment, we remain resilient to future shifts among AI providers.
- * **Data Minimization by Principle:** We adhere to the GDPR principle of data minimization and train our teams to avoid using personal/corporate data in AI conversations unless absolutely necessary.



PILLAR 3: COMMITMENT TO ETHICAL AI

Our ethical stance is the foundation of our AI strategy. It is a living commitment, shaped by our global community and embedded in our daily practices to ensure AI is used for good.

KEY ELEMENTS:

- * **Ethical AI Guidelines in Practice:** Our teams are guided by clear principles: use AI to augment, not replace; be honest with clients about its application; and always maintain critical oversight of AI-generated output.
- * **The AI Collective:** A Borderless Perspective on Bias: We actively mitigate bias through the BBN AI Collective, our global community of AI Champions. This diverse group – spanning different professional backgrounds, agencies, geographies, ethnicities, and genders – brings a multi-faceted perspective to our governance, ensuring our AI practices are fair and culturally aware.
- * **A Journey of Continuous Improvement:** We recognize that our relationship with AI is constantly evolving. Through the BBN AI Academy and our collaborative culture, we commit to lifelong learning to remain at the forefront of responsible innovation.