



LOOP®

A fully charged
digital powerhouse.

LOOP® AI Playbook

A Future-Forward Guide for GenAI Usage

Introduction.

At LOOP, we embrace AI as a multiplier for smart minds — enhancing creativity, streamlining workflows, and unlocking the most exciting possibilities. As digital agency, we take a progressive yet responsible approach to AI integration. Our goal is to leverage AI as a collaborative tool, supporting human creativity rather than replacing it.

This guide outlines the principles, responsibilities, and best practices for AI use at LOOP. It provides a framework for all team members to experiment safely, ensuring that AI is used ethically, securely, and effectively in our work. By following these guidelines, we superpower our teams to innovate while safeguarding data integrity, intellectual property, and LOOP's reputation as a leader in all things digital.

Make it yours.

We can see that many companies are currently working on something similar, so this guide is open-source — feel free to copy, adapt, or use any part of it without needing our approval or attribution. Our intent is to share it with anyone who finds it useful. Copy it, put your logo on it, make it yours.

Last Updated Friday, May 30th 2025

Breakdown.

01. General Rule
02. AI as Executional and Creative Superpower
03. Safeguarding Sensitive Data
04. Copyright, Licensing and Intellectual Property
05. Ethical Considerations
06. Accountability & Transparency
07. Fact-Checking and AI Hallucination Risks
08. Secure AI Development
09. Common Sense AI Usage
10. Encouraging Innovation While Staying Accountable
11. Final Thought

1. General Rule — Think Before You Input.

As a rule of thumb, never input anything into an AI system that you wouldn't be comfortable publishing on the internet. AI tools, especially the ones hosted externally, may store and process data in ways that are beyond our control. Always assume that any information shared could become accessible by unintended parties.

2. AI as an Executional and Creative Superpower.

AI is a game-changer — boosting creativity, speed, and output. But it won't replace human instinct, trend-savvy thinking, or the creative gut feeling that turns good creative work into iconic. Every AI-generated output should be carefully reviewed, ensuring that it aligns with our quality standards and values.

“AI has executional power, but it doesn't have taste. It needs you, to shape what truly resonates.”

- **Taste isn't replaceable.** Let's face it. AI can replace some of the things we do each day. Whether it's processing large datasets, automating repetitive tasks, or optimizing workflows, AI helps us

focus on the work that truly matters. We welcome AI as an executional and creative superpower, not as a replacement for human creativity, judgement, taste or strategic decision making.

- **Human-Review.** AI is great for taking over mundane tasks, like analyzing 1.000 rows in Excel, so we have more time for creative, high-value work. However, all AI-generated content must still run through human review and approval before being finalized.
- **Accountability.** Team members and project owners must remain accountable for the accuracy and compliance of AI-assisted work.

Example I

A designer uses Midjourney to generate visual concepts for a mood board presentation. The AI-generated images inspire the creative direction, but the final selection and refinement are done by the designer to ensure alignment with the client's vision.

Example II

A data analyst automates the processing of 1,000 rows in an Excel file using AI. What used to take hours now takes minutes, allowing them to focus on interpreting insights and providing strategic recommendations instead of performing repetitive tasks.

3. Safeguarding Sensitive Data.

AI has the potential to process huge amounts of information, but with that comes the responsibility to protect sensitive company and client data. Ensuring that AI tools are used securely and in compliance with legal standards is crucial to maintaining trust and integrity.

“Do not input confidential client or company information into AI tools.”

- No proprietary, or personal data should be entered into external AI tools.
- AI should not be used to process internal business insights, financial data, or client-specific information without explicit approval.
- When using AI tools, ensure compliance with GDPR and other relevant data protection laws.

Example

A marketing strategist is using AI to analyze customer sentiment based on public reviews. They ensure that no personal customer data is included, and that the analysis is conducted using anonymized datasets and without naming the client's brand in the prompts.

4. Copyright, Licensing and Intellectual Property.

AI-generated content follows the same principles as photo retouching, 3D creations, or any creative process — it must respect intellectual property and ethical standards. While AI assists in content creation, team members should ensure that outputs do not obviously copy, manipulate or infringe on existing copyrights. This is about applying the same level of awareness and judgment as when working with stock imagery, design assets, or third-party materials in traditional creative workflows.

- **Respect Copyright & Licensing.** Avoid using any copyrighted materials in AI-generated outputs without authorization or licensing. If your AI workflow incorporates third-party assets, ensure they are used appropriately.
- **Train AI Responsibly.** AI tools should be leveraged to create original work, not to replicate copyrighted content without permission. Avoid feeding AI with material that isn't cleared for use and ensure reference content comes from sources that allow it.
- **Conduct Pre-Publishing Checks.** Just as we review retouched photos or 3D renders before publishing, AI-generated work should undergo a quick check to ensure it aligns with LOOP's creative standards and avoids any obvious intellectual property concerns.

Example

A designer uses an AI tool to generate product images. Before publishing, they take a moment to ensure that no copyrighted elements were mistakenly included and that the final assets align with LOOP's ethical and creative guidelines.

5. Ethical Considerations.

Ethical AI use ensures that we maintain our trust, credibility, and integrity in the industry. We must be mindful of how AI is used and the impact it has on our content, customers, and the wider public.

“Keep content accurate, fair, and free from bias.”

- AI-generated content must never include sensitive, inappropriate, or misleading material.
- AI should be used responsibly to support ethical marketing practices.
- Avoid deceptive AI-generated visuals, deepfakes, or content that could be mistaken for real events.

- Ensure diverse and inclusive representation in AI-generated content, avoiding unrealistic beauty standards and ensuring a fair depiction of different cultures, ethnicities, and body types.
- AI-generated narratives and visuals should align with international ethical advertising standards and not promote stereotypes or exclusive ideals.
- AI should support a realistic and inclusive worldview, avoiding the perpetuation of biased perspectives or unbalanced representations of gender, race, or societal norms.

Example

A content creator uses AI to generate product images for a campaign. They ensure that models represent a diverse range of individuals and that AI-generated edits do not create unrealistic body proportions or misrepresent natural beauty.

6. Accountability & Transparency.

Every AI-assisted action must be accountable to a human decision-maker. Team members should disclose when AI significantly contributes to creative or strategic work to ensure clarity and responsibility.

- Clearly identify AI-generated content where necessary.
- AI use must be transparent and aligned with LOOP's ethical standards.
- Responsibility for AI-driven decisions lies with the human team member using the technology.
- AI-generated content should always be proactively disclosed when shared internally or externally, ensuring full transparency.

Example

A social media manager uses AI to refine captions for an upcoming campaign. They transparently mention in internal meetings that AI-assisted writing was used and ensure that the final text aligns with the brand's voice and message.

Open Dialogue with Clients.

AI ethics, safety, and transparency also apply to how LOOP works with clients and project partners. Clear communication about AI usage builds trust and ensures alignment with their expectations. The better we understand AI, the better we can explain it — even when experimenting. By being open about our process, we reduce risks and help clients make informed AI decisions.

7. Fact-Checking and AI Hallucination Risks.

AI tools can hallucinate information, meaning they may generate plausible sounding but incorrect or misleading content. Fact-checking is essential to maintain credibility and accuracy in all AI-assisted work.

- Always verify AI-generated content, especially in client-facing materials.
- Cross-reference AI-generated claims with reliable sources before publication.
- AI should be seen as a support tool, not a factual authority.

Example

A copywriter uses AI to draft a report summary. Before sending it to the client, they cross-check all statistics and references against verified data sources to ensure factual accuracy.

8. Secure AI Development. Code, APIs & Information Security.

AI-driven development often involves integrating APIs, writing code, and handling sensitive credentials. Security must always be a priority. Protecting API keys, authentication tokens, and proprietary code is essential to maintaining system integrity and preventing unauthorized access. A single misconfiguration or exposed key can compromise data security, client trust, and reputation.

Key Principles for Secure AI-assisted Development

- **Never expose secrets.** API keys, authentication tokens, and other sensitive credentials should never be hardcoded in plain-text in codebases, shared in unsecured documents, or stored in AI tools.
- **Limit access.** Depending on the tool used, follow the principle of least privilege. Grant only the minimum access necessary for APIs and AI tools to function.
- **Monitor usage.** Regularly audit API calls and AI-generated scripts to detect anomalies or unauthorized access attempts.
- **Check dependencies.** AI-assisted coding may introduce third-party libraries—ensure they are secure, up-to-date, and from trusted sources.

By applying these security measures, we ensure that AI remains a powerful enabler, not a risk factor. AI-driven code should be efficient, innovative, and secure by design.

9. Common Sense AI Usage.

Beyond all guidelines, common sense should always apply when using AI. If an AI-generated output seems too good to be true, misleading, or questionable, pause and evaluate before using it. AI should support, not dictate, decision-making, and human judgment should always take precedence.

**"AI's on, but don't switch off your common sense.
Smart tech still needs sharp judgement."**

- Use AI responsibly and with critical thinking.
- When in doubt, consult a peer or team lead before publishing AI-generated content.
- Consider how AI-generated content aligns with LOOP's values, quality standards and audience expectations.

Example

An AI-generated social media copy sounds catchy but exaggerated. Before using it in an ad, the team discusses whether it aligns with the brand's authenticity and makes necessary adjustments.

10. Encouraging Innovation While Staying Accountable.

Innovation Within Boundaries

- LOOP embraces AI-driven creativity, but human insight, taste, and the final creative touch remain central to our work.
- Team members are encouraged to explore AI capabilities while ensuring compliance with this policy.
- Always ask when in doubt — if an AI-generated asset raises ethical, legal, or strategic concerns, consult with leadership before use.

Exploring the Impossible, Responsibly

AI innovation thrives on those who challenge the status quo, rethink what's possible, and explore entirely new ways of working. At LOOP, we believe progress comes from those who push beyond familiar limits, who see opportunities where others see stumble blocks, and who aren't afraid to invent new forms of creativity.

We fully support bold experimentation and the pursuit of breakthrough ideas — but even pioneers need a framework. Innovation must be paired

with responsibility. As we push AI forward, we stay grounded in security, ethics, and accountability — because true progress is built to last.

- Think beyond the known but always stay within ethical and security boundaries.
- Challenge assumptions but validate outcomes. Breakthroughs should align with LOOP's principles and standards.
- Invent fearlessly but act thoughtfully. AI should accelerate creativity, not compromise trust.

At LOOP, we explore uncharted territories to shape the future — responsibly, ethically, and always with a mindset that builds the future in the right way.

Continuous Learning and AI Awareness

AI is evolving rapidly, and staying ahead requires continuous education. LOOP encourages all team members to expand their AI knowledge and keep up with best practices.

- Regular internal AI workshops, ongoing updates, and knowledge-sharing initiatives will be held.
- Team members should stay updated on LOOP's AI strategy and contribute to refining best practices.
- Join our AI Slack channel to discuss developments and new opportunities.

11. Final Thought.

This guide will continue to evolve as AI technology and industry standards progress. Our team members are encouraged to engage with AI critically, experiment responsibly, and stay informed about best practices to ensure LOOP remains at the forefront of ethical and innovative AI use.

Dedicated Internal AI Expertise

At LOOP, we've got dedicated internal AI experts available. If you've got questions, concerns, or just need a crash course on AI tools and best practices, reach out via Slack to **#servicedesk_ai**.