ARTIFICIAL INTELLIGENCE USAGE POLICY

Last updated: December 2025

Purpose

This policy explains how Tag uses artificial intelligence (AI) in our services and operations. It's written for clients and partners who want a clear view of our guardrails, responsibilities, and your rights. It covers how we use AI responsibly and ethically, how we comply with applicable laws (including the EU AI Act), how we protect data and Intellectual Property ("IP"), what we disclose, and where AI has limits.

How we use AI responsibly and ethically

We use AI to enhance quality, speed, and scale across creative, production, and operational workflows. Typical uses include ideation and first-draft generation, content adaptation and optimization, workflow automation, quality checks, and analytics. We do not use AI for regulated professional advice (e.g., legal, tax, financial), or for any purpose that could cause harm, discrimination, or unfair impact.

Human oversight is essential. AI outputs are reviewed by qualified Tag professionals for accuracy, brand alignment, safety, and suitability before any external use. We test experimental AI features in controlled environments, monitor for bias or errors, and continuously improve our processes. We avoid prompts designed to imitate identifiable creators or brands, and we conduct similarity checks to reduce IP risk.

We select AI partners carefully. Vendors and models are evaluated for security, privacy, IP terms, reliability, and alignment to our responsible AI principles.

Compliance with laws and regulations

We design our AI practices to comply with the EU AI Act and other applicable laws where we operate and deliver services. This includes, as relevant to a project or geography:

- EU AI Act and EU GDPR (and ePrivacy rules) for EU activities.
- UK data protection law, including UK GDPR and the Data Protection Act 2018.
- Contractual, advertising, IP, and unfair competition laws applicable to our services and markets.
- Local laws that govern AI usage and data transfers in the countries and regions where we and our clients operate.

Where local rules restrict certain AI tools or uses, we follow local legal guidance and will not circumvent restrictions. We also honour client-specific contractual terms that govern if, when, and how AI may be used.

Data privacy, security, and IP protection

We apply strict data minimization and purpose limitation. Unless explicitly approved and contractually permitted, we do not input personal data, confidential client information, or sensitive materials into public AI tools. We implement workflow and access controls intended to keep client prompts and outputs separated, including project-level segregation in our approved tool. If personal data is ever contemplated for AI use, we obtain the necessary approvals and safeguards first.

We maintain enterprise-grade security controls for approved AI tools, including access management, logging, monitoring, and vendor due diligence. We apply risk-based input validation and human review processes, including fact-checking where appropriate for the context and intended use. Where feasible, we use enterprise instances that restrict training on our data and provide clearer IP and confidentiality terms. We assess risks relevant to our use of approved AI tools and implement controls, training, and vendor safeguards to manage issues such as misinformation, bias, adversarial prompts, and attempted model manipulation within our sphere of control.

We take intellectual property seriously. We aim to use AI configurations and license terms that support client use rights in deliverables. Because some generative models may create content with uncertain provenance, we review

outputs for originality and potential infringement risks and avoid prompts likely to replicate protected works. If an output raises IP concerns, we will remediate before use.

Client transparency and your rights

We are transparent about material AI use in our work. Where AI meaningfully contributes to a deliverable or process, we will tell you in plain language and, where appropriate, describe our review and assurance steps. If your agreement requires consent, notice, or specific approvals for AI use, we will follow that process before proceeding. You may request that we limit or avoid AI use on your projects; we will comply to the extent permitted by the contract and applicable law.

You can ask for details about the AI tools and controls used on your work, including data handling, human review, and vendor safeguards. Where AI interacts with or could affect individuals' personal data, we implement appropriate measures to protect data subject rights.

Limitations and disclaimers

AI can be powerful, but it has limits. Models can be wrong, out-of-date, biased, or incomplete. AI outputs are not a substitute for expert judgment. We ensure human oversight and quality assurance, and we do not present AI outputs as professional advice. Unless otherwise agreed in writing, we do not guarantee that AI-generated content is free from third-party rights; our review steps are designed to reduce, not eliminate, that risk. When needed, we will refine, replace, or source content through alternative means to meet contractual requirements.

If an incident occurs (such as accidental inclusion of restricted data or problematic output) we will escalate internally, take prompt corrective action, and communicate with you as required by contract and law.

Purpose and scope in practice

We apply this policy when we use AI in internal operations and in client work. It complements our information security, privacy, acceptable use, and data classification policies, which continue to govern how we protect data and systems. Where client contracts set stricter requirements, those terms prevail. We will review and update this policy as laws, standards, and our capabilities evolve.

Contact

- Privacy and data protection: global.privacy@tagworldwide.com
- Security and AI governance: Asksecurity@tagworldwide.com
- General questions about AI use on your project: your Tag account lead

If you have specific constraints or preferences about AI on your work, please let your Tag team know, and we will endeavour to align our approach accordingly.