

Quick read.

Condensed guidelines for using generative AI in content creation



General principles

- **Understand AI capabilities:** Know the tool's potential and limitations. Use resources like LinkedIn Learning for training.
- **Risk management:** Conduct thorough risk assessments with legal teams to identify potential issues such as data breaches, misuse, and third-party rights violations.
- **Legal compliance:** Ensure all AI-generated content complies with Sonova's communication policies and retains necessary IP rights. Update legal agreements with external partners to include AI use.
- **Clear briefs:** Provide detailed creative briefs outlining project objectives, target audience, desired style, and specific elements. Include examples to guide the AI's output.



Ethical and legal uses

- **Transparency:** Disclose AI use in public-facing campaigns with the statement "Partially generated with AI." or another similar sentence.
- **Collaboration:** Foster a collaborative environment where AI complements human creativity.
- **Feedback and approval:** Establish iterative feedback and approval processes to refine AI outputs and ensure alignment with expectations.



AI text generation

Opportunities:

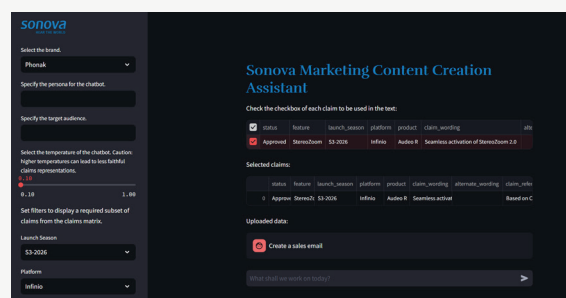
Quick content production, cost efficiency, data-driven insights, and brainstorming assistance.

Challenges:

Lack of emotional depth, potential inaccuracies, redundancy, and the need for thorough proofreading.

Best practices:

Proofread AI-generated text for errors and ensure it aligns with the brand's tone and values. Maintain cultural sensitivity and avoid offensive language.





AI image generation

Opportunities:

Faster production of bespoke imagery at lower costs.

Challenges:

Difficulty in adjusting specific areas without altering the whole image.

Best practices:

Ensure images do not perpetuate stereotypes or negative imagery. Be transparent about AI use and verify no infringement of existing copyrights.



Image generated with AI



AI video production

Opportunities:

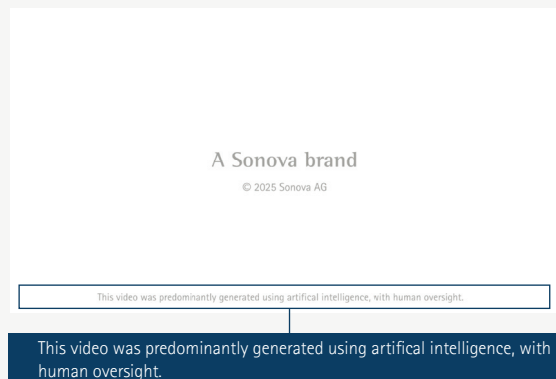
Quick production of high-quality videos, cost efficiency, and enhanced storytelling through script analysis.

Challenges:

Inaccuracies in visuals, lack of emotional depth, and ethical concerns with deepfake technology.

Best practices:

Follow brand guidelines, avoid trademarks and other protected elements (e.g., copyrights), use AI tools with clear commercial-use licenses, and keep records of AI-generated content creation.



For any GenAI production, a human always needs to be in the loop!



Preparation steps

- **Familiarize with AI Capabilities:** Understand the tool's potential and limitations.
- **Risk management:** Identify and mitigate risks with legal support.
- **Legal compliance:** Ensure all legal aspects are covered, including IP rights and ethical data use.
- **Clear briefs:** Provide detailed instructions to guide AI content creation.

By adhering to these condensed guidelines, you can effectively leverage generative AI while maintaining compliance, safeguarding brand integrity, and ensuring high-quality content creation.

For the detailed rules and check lists, please visit: <https://brand.sonova.com/phonak/generativeai>