

MUSTARD PR Ltd.

AI Usage Policy

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MUSTARD PR is integrating AI technology to enhance client outcomes, emphasising a 'human-in-the-loop' approach for quality and innovation. By utilising AI for routine tasks, we free up our team for high-value creative work. We're evaluating AI tools to best match our agency's needs and have established a strict AI-use policy ensuring data security and content quality. Our goal is to leverage AI for smarter campaigns and insights, while guiding clients on AI's benefits for marketing, all within a secure, zero-risk framework.