



AI Manifesto

Introduction & Our B-Corp Identity

As a certified B Corporation, Intuitive Digital is committed to balancing purpose and profit. Our mission is to use technology not only to deliver excellent digital solutions but to ensure positive outcomes for people, communities, and the planet. Because B-Corp certification holds us to high standards of social and environmental performance, accountability, and transparency, our approach to AI must reflect those principles.

We see AI not just as a tool for efficiency or growth, but as a responsibility. This Manifesto sets out how we will design, deploy, and monitor AI in ways that are ethical, safe, transparent, sustainable, and aligned with our values.

What We Mean By “Ethical AI”



Ethical AI at Intuitive Digital means:

- **Respecting human dignity:** AI supports decisions, but humans remain accountable.
- **Minimizing harm and bias:** auditing for unfair outcomes and correcting them where found.
- **Transparency & explainability:** when AI influences outputs, we disclose it and ensure users can understand limitations.
- **Privacy & security:** protecting sensitive data and never exposing client or partner data without explicit consent.
- **Accountability:** Every AI project has clear ownership, oversight, and escalation procedures.
- **Sustainability:** reducing and offsetting environmental impact from AI use.
- **Continuous learning:** updating this policy as technology, risks, and laws evolve.

Guiding Questions for Our Team



Before using AI in partner work, we must ask ourselves:

- Does this use align with our mission and values?
- Could this erode trust with clients, staff, or the public?
- Is access equitable, or does it risk excluding or harming vulnerable groups?
- What unintended societal or environmental effects might arise
- Would I be comfortable explaining this AI use openly to a client or stakeholder?

Intuitive Digital AI Manifesto



Data Privacy, Use, and Client / Partner Data

- **No external exposure without consent:** We will not input client or partner data into third-party AI systems unless explicit, documented permission is granted or processing is confined to a closed-loop environment.
- **Closed-loop safeguards:** Internal deployments must use encryption, audit logs, and strict access controls.
- **Minimization:** Use only the minimal data required, anonymizing where possible.
- **Consent & transparency:** Clients must know how their data is used, and have rights to audit, correct, or request deletion.
- **Vendor review:** All third-party AI providers must be vetted for data security, privacy terms, and compliance with our standards.

Prohibited AI Uses

To protect people, clients, and communities, we disallow AI uses that:

- Generate misleading or deepfake media of real people without consent.
- Profile individuals for surveillance or discriminatory purposes.
- Make high-stakes decisions (e.g., health, finance, employment) without human review.
- Use copyrighted or proprietary material without permission.
- Input client/partner data into consumer AI tools (e.g., ChatGPT, Gemini) without safeguards or explicit consent.

Transparency & Disclosure

- We will clearly disclose when AI tools contribute to client deliverables or internal outputs.
- Where AI text, imagery, or recommendations are used, authorship will be signaled.
- Known risks (e.g. hallucinations, bias, data limitations) must be communicated alongside outputs.
- Staff are responsible for fact-checking AI-generated information and citing sources where relevant.

Environmental Impact & Offsetting

- We recognize AI's carbon footprint and commit to:
 - **Efficiency:** Optimize models, use renewable-powered data centers, and prefer smaller, efficient systems.
 - **Carbon accounting:** Track and report emissions linked to AI workloads.
 - **Offsets & removals:** Partner with credible providers such as Pachama, Patch, Tradewater, or Atmosfair to offset unavoidable emissions, prioritizing high-integrity removal credits.
 - **Advocacy:** Support industry standards for sustainable AI and explore ways AI itself can drive environmental benefits.
-

Incident Response & Remediation

- If AI causes harm, produces unsafe content, or breaches policy:
 - Staff must immediately report the issue to leadership.
 - Systems may be paused or rolled back (“kill switch”) while the investigation occurs.
 - A root-cause analysis and corrective action plan will be documented.
 - Affected clients or stakeholders will be notified transparently where relevant.
-

Governance, Oversight, and Training

- **AI Ethics Committee:** Reviews all high-risk projects, oversees audits, and manages escalation.
 - **Tiered risk review:** Higher-risk AI uses undergo more rigorous oversight.
 - **Training:** Staff receive regular education on AI ethics, privacy, and sustainability.
 - **Feedback channel:** Clients, staff, or partners can raise concerns, with guaranteed review and response.
-

Legal & Regulatory Alignment

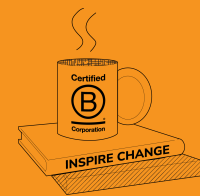
- Intuitive Digital will comply with emerging AI laws and standards (e.g. GDPR, EU AI Act, US state-level rules).
 - We will monitor changes in the regulatory landscape and update practices proactively.
 - Where possible, we will support transparent and responsible AI regulation as part of our B-Corp advocacy.
-

Implementation & Evolution

- This policy is a living document reviewed at least annually.
- Progress will be reported in our sustainability and impact reports.
- As AI capabilities evolve, so will our safeguards, guided by B-Corp principles of accountability, sustainability, and social good.



References



This policy was shaped with insights drawn from the resources listed below.

1. *Responsible AI: Governance, Ethics, & Best Practices* — discusses how to align AI models with business values and manage risks & regulation. [YouTube](#)
2. *AI Ethics and Governance in Practice: the Process-Based-Governance Framework (PBG)* — by the Alan Turing Institute, showing a process-based approach to AI governance. [YouTube](#)
3. *Ethics of AI: Challenges and Governance* — by UNESCO, covering global ethical principles and governance challenges. [YouTube](#)
4. *What is Ethical AI and Why Is It Important* — a conceptual overview of ethical AI and why organizations should care. [YouTube](#)
5. *AI in Focus: Legal and Ethical Considerations for Modern Businesses* — a panel discussion exploring the legal, ethical, and commercial dimensions of AI. [YouTube](#)
6. Wholegrain Digital. *Guide to Ethical Use of AI*.
<https://www.wholegraindigital.com/blog/ethical-ai-guidelines/>
7. ODSC (Open Data Science). *15 Open Source Responsible AI Toolkits and Projects to Use Today*.
<https://odsc.medium.com/15-open-source-responsible-ai-toolkits-and-projects-to-use-today-fbc1c2ea2815>
8. Towards Data Science. *Critical Tools for Ethical and Explainable AI*.
<https://towardsdatascience.com/critical-tools-for-ethical-and-explainable-ai-ed0e336d82a>
9. Safer AI. *AI Company Ratings*.
<https://ratings.safer-ai.org/>
10. GadellNet. *Building Ethical AI Practices*.
<https://gadellnet.com/building-ethical-ai-practices/>
11. Marit Digital. *AI Policy (Working Draft)*.
<https://docs.google.com/document/d/1U5Og3yQf8JQj6dG6wmBLYUvrsxjiT79QMjHh6TCpUE/edit>
12. Enkrypt AI. *LLM Safety Leaderboard*.
<https://www.enkryptai.com/llm-safety-leaderboard>
13. Hugging Face. *AI Energy Score Leaderboard*.
<https://huggingface.co/spaces/AIEnergyScore/Leaderboard>
14. Mightybytes. *Responsible AI Policy*.
<https://www.mightybytes.com/company-policies-statements/responsible-ai-policy>
15. Carbon Direct. *Understanding the Carbon Footprint of AI and How to Reduce It*.
<https://www.carbon-direct.com/insights/understanding-the-carbon-footprint-of-ai-and-how-to-reduce-it>
16. Pachama. *Forest Carbon Removal and Restoration*.
<https://pachama.com/>
17. Patch. *Carbon Removal & Offsetting Platform*.
<https://www.patch.io/>
18. BlockApps. *AI and Its Role in Optimizing Carbon Offsets*.
<https://blockapps.net/blog/artificial-intelligence-and-its-role-in-optimizing-carbon-offsets/>



intuitivedigital.com

(503) 206-4988

[Email Us!](#)