

Guide & Template

# WRITING AN OPEN LETTER ON AI USE



**PREPARED BY**  
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# The Importance of AI Open Letters

At Marketing Copilot®, we believe that adopting a transparent stance on Artificial Intelligence (AI) is vital for fostering trust, demonstrating ethical leadership, and promoting responsible innovation. Many organizations today have internal AI policies but fail to extend these principles outwardly to their partners, clients, and broader community. We view an open AI usage letter as:

- **A Statement of Accountability:** It ensures that stakeholders know how your organization uses AI, upholding transparency and fostering trust.
- **A Guide for Ethical Innovation:** Sharing your AI practices encourages conversations about responsibility and inclusion in AI usage.
- **A Commitment to Public Trust:** By addressing concerns such as bias, data security, intellectual property, and ethical alignment, organizations position themselves as responsible stewards of emerging technology.

Open letters on AI usage reflect the values and integrity of an organization, providing a cornerstone for responsible and ethical AI adoption.

## 10 Questions for Internal Discussions

Before drafting an open letter on AI use, organizations should engage in meaningful discussions. Use the following prompts to guide internal conversations:

### Understanding AI Usage

1. What role does AI currently play in our organization's operations, processes, or products?
2. Are there specific tasks where AI significantly enhances efficiency or creativity?

### Addressing Ethical Concerns

3. How does our organization ensure AI systems are free from bias?
4. Are there safeguards to address issues related to data security and intellectual property?

### Transparency and Communication

5. Do we have clear documentation of when and how AI is used in our processes?
6. What steps are in place to ensure human oversight of AI-generated content or decisions?

### Stakeholder Considerations

7. How does our AI use align with our organizational values and the expectations of our stakeholders?
8. Are there opportunities for feedback or collaboration with clients, partners, or the public regarding our AI practices?

### Future-Readiness

9. How do we plan to update our AI practices as the technology evolves?
10. Are we prepared to address emerging ethical or legal challenges related to AI?



# Template for Writing an Open Letter on AI Usage for Your Organization

Your open letter on AI should reflect your organization's unique identity and values. Customize the format and tone to align with your brand voice. Use the following template as a starting point and tailor it to your specific approach to AI.

[Date]

To: [Your Audience]

Re: [AI Usage in Your Organization]

Dear [Audience],

As part of our commitment to [specific values, e.g., innovation, ethical technology use], we want to share our approach to responsible AI usage with you. AI plays an increasingly important role in [your industry], and we believe transparency and accountability are essential in its adoption.

At [Organization Name], we are guided by the following principles in our AI usage:

1. [Principle 1, e.g., Commitment to Addressing Bias]: [Explain in one sentence.]
2. [Principle 2, e.g., Data Security and Integrity]: [Explain in one sentence.]
3. [Principle 3, e.g., Human Oversight]: [Explain in one sentence.]

Here is a summary of how we currently use AI in our organization:

- [Phase/Area, e.g., Content Creation]: [Briefly describe AI use and human involvement.]
- [Phase/Area, e.g., Data Analysis]: [Briefly describe AI use and human involvement.]

We recognize that AI is a powerful tool that, if deployed thoughtfully, can create significant value while upholding our shared ethical standards. As we continue to explore and implement AI technologies, we pledge to act with [transparency/accountability/responsibility].

We welcome your questions and feedback on our AI approach. Please feel free to reach out to us at [contact information].

Together, we can ensure that AI serves as a force for good in [your industry]. Thank you for your continued trust and partnership.

Sincerely,

[Your Name and Title]

[Organization Name]

[Website and Contact Information]



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