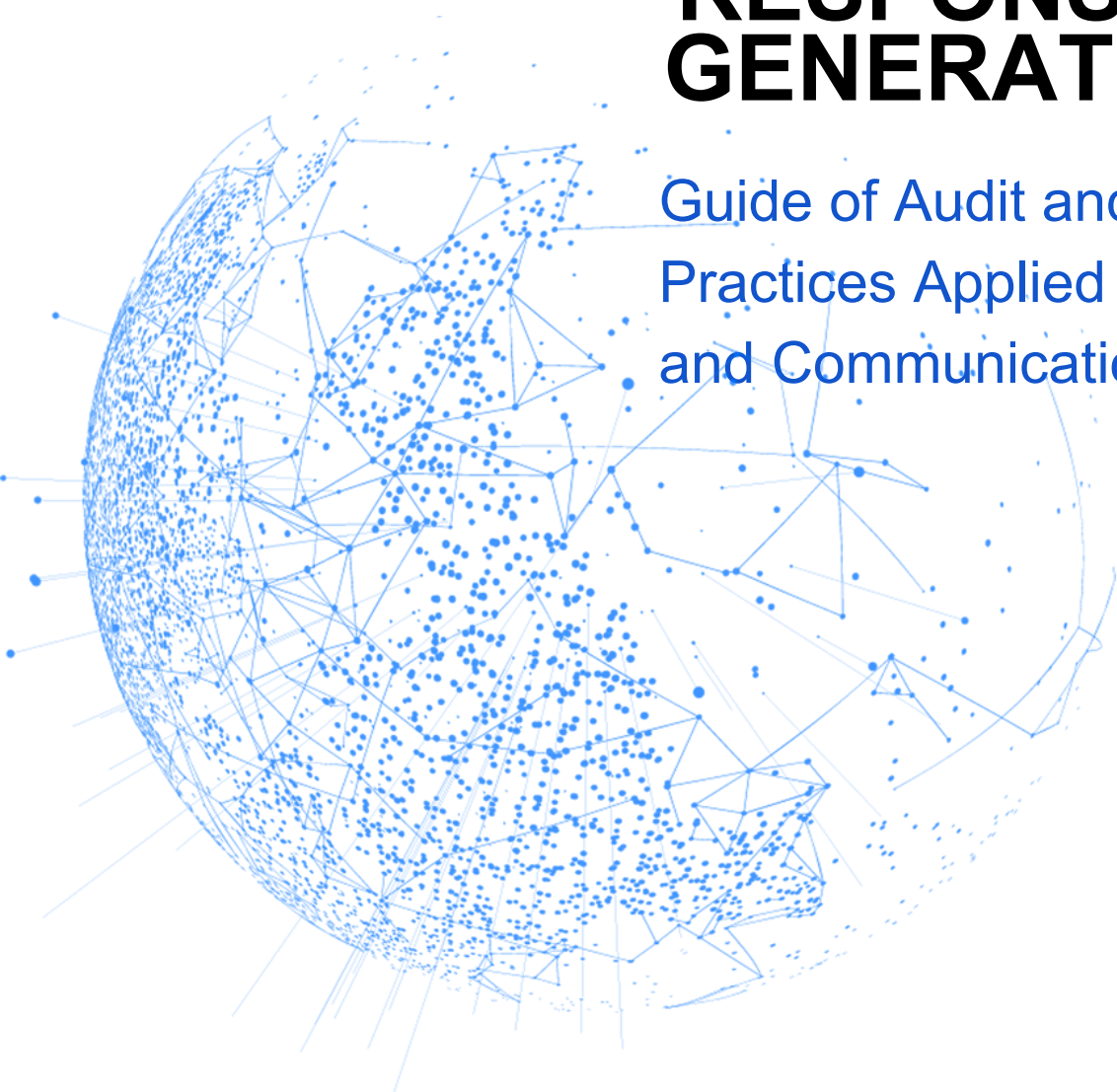




# RESPONSIBLE GENERATIVE AI

Guide of Audit and Best  
Practices Applied to Marketing  
and Communication



December 2024

# TABLE OF CONTENTS

Editorial	p. 3
Framework Note	p. 4
Audit Grid Reading Guide	p. 6
Best Practice Grid Reading Guide	p. 10
Best Practice Sheet Summary	p. 13
Best Practice Sheet	p. 15
Glossary	p. 39
Bibliography	p. 43
Thanks	p. 44
Contacts	p. 45

# EDITORIAL

Generative AI is a technological innovation with exponential capacities. It is raising many societal, environmental, and economic questions.

AI-generated solutions are a promise of multiple opportunities for enterprises. The question is who will be able to find the right mix to unlock their potential, while keeping a close eye on impacts on humans and the living world.

In the fields of marketing and communication, a study conducted by the World Federation of Advertisers (WFA) shows that 80% of brands are concerned about the way creative partners and media use generative AI on their behalf. Despite these concerns, only 9% of brands report having no plan to use generative AI for their marketing in 2024.

Meanwhile, regulations are being articulated around the Artificial Intelligence Act on the European level.

Up to the challenges raised and true to its *raison d'être* –*Unis pour construire des marques durables*–, Union des marques promptly embraced the subject. Beginning with the creation of the AI community in 2023.

Members of this community as well as Faire members expressed with one voice the need to get reference tools for the key thematic areas of responsible communication.

With this guide, we therefore try to map every different aspect of a project related to artificial intelligence, such as carbon impact of model training and use of technology, human support during generative AI implementation, social representations generated by AI or required governance to ensure transparency, security, and privacy.

This guide is also designed to bring topics back to operational, accessible, and pragmatic levels in a rational manner. The objective is to offer any audience, regardless of its level of expertise, the keys to understanding the useful questions to be answered before selecting (or not selecting) specific uses.

Enjoy your exploration.



Laura Azoulay  
Responsable Marketing et Impact

## Framework Note

A dedicated task force has been launched in September 2024 for a 3-month period. This group is composed of:

- Representatives of the member brands: Crédit Mutuel Arkéa, BNP Paribas, Bouygues Télécom, Comme J'aime, Groupe Bel, LVMH, Nestlé, Pernod Ricard.
- External partner Bziiit.
- Union des marques team: Laura Azoulay, Responsable Marketing et Impact, Jérôme Rigourd, Directeur Performance digitale et IA, Sophie Roosen, Directrice Marque et Impact.

With the co-creation of this guide, we are able to offer a working document to which anyone can refer to make enlightened decisions about the use of tools powered by generative AI. Thanks to clear guidelines, deliverables help to determine if considered solutions and projects (whether in-house or with external partners) are in line with the criteria based on 3 identified aspects: societal aspect, eco-responsibility and sovereignty. They must therefore facilitate and secure the decisions, with the aim of designing and building generative AI uses in marketing and communication activities, while taking these challenges into account.

Several deliverables were produced:

- 23 best practice sheets
- An application grid of the best practices
- An audit grid
- A glossary

These items are delivered with a reading guide for each grid and a demo version.

The tools are specifically designed for marketing and communication teams, but any department of a company or external service provider can read and use them. The documents are meant to evolve over time, depending on market advances and considerations.

# Reading Guide of the Audit Grid

## Audit Objectives

The responsible generative AI audit was designed to help brands in their decision-making regarding the use of solutions and implementation of projects linked to generative AI, taking into account social and environmental challenges.

This tool allows you to evaluate your current actions and measure how they align with principles of responsibility and sustainability such as inclusion, transparency, and environmental impact.

Once you have identified your strengths and your improvement axes at the scale of the brand or of one or several projects, you are able to define a robust and consistent strategy, which is appropriate for the challenges and opportunities brought by artificial intelligence.

The aim is to assess your commitment and to initiate real actions to make appropriate choices regarding the use of generative AI.

It is specifically targeted at marketing and communication management teams, but any other department involved (for example AI, sustainability, legal, purchasing, digital, etc.) can use it.

# Reading Guide of the Audit Grid

## Audit Structure

The audit grid is structured to offer a clear and organized vision of the challenges, which are classified by aspects, themes, questions, and answer options to make the evaluation easier. Below is a detailed structure by column:

- **Aspects:** The large categories include the major axes of responsibility (for example, “SOCIO-RESPONSIBILITY”).
- **Themes:** Specific sub-categories clarify detailed challenges (for example “Accessibility”, “Diversity”).
- **Questions:** The type of questions regarding some specific topics help to assess the maturity level of internal commitments.
- **Scope:** This field allows you to define whether the question applies or not apply to the studied project. In this column, select one of the two options available:
  - **Applicable:** The question fully applies to your project or to your organization.
  - **Not applicable:** The question is not relevant for your context, and no specific action is expected. In this case, leave the “Your answer” column empty, but fill in the “Details” column. This comment allows you to:
    - Explain why the criterion does not apply (for example “We do not use AI models requiring a supervised training”).
    - Provide relevant contextual information that could influence the next evaluations.

## Reading Guide of the Audit Grid

- **Your answers:** Select one of the three available answers from the drop menu.
  - Yes: You fully meet the criterion.
  - Partially: Initiatives are ongoing, but improvements are still needed.
  - No: The criterion is not addressed (yet).
- **Details about your answers:** It is important to explain the answers, especially when the “Non applicable” case is selected. For all answers, it is very relevant to give details, in order to keep a history and have resources for efficient progress.

## Evaluation Methodology

To ensure accurate and actionable evaluation, follow the three key steps below.

Step 1: Bring together the stakeholders.	Step 2: Answer honestly.	Step 3: Prioritize and act.
Be sure to include involved teams, such as technical teams, communication, or legal or CSR departments. A transversal collaboration guarantees a comprehensive view of your practices.	Take time to study each question. It is essential to give an honest answer, even if critical.	Analyze the obtained answers using the dashboard to establish a clear action plan. Subsequently, feel free to prioritize your subjects according to your implementation capacities.

# Reading Guide of the Audit Grid

## Result Analysis

After completion of the audit, a dedicated dashboard allows you to extract a summary of your answers and to quickly identify your strengths as well as your areas for improvement. This dashboard focuses on three main indicators:

- The percentage of questions applicable to your scope: The audit grid takes into account the fact that the themes are not all relevant for every project.
- Your audit score: Obtain an overview of your performance on the whole audit and a view corresponding to the applicable scope.
- Your results per aspect, as a percentage and value.

Audit score is calculated as follows:

- Answer Yes = 1 point
- Answer Partially = 0.5 point
- Answer No = 0 point

It is expressed as a percentage as follows:

- 1 global score for the 36 audit criteria

$(\text{number of "Yes" answers} + (\text{number of "Partially" answers} * 0.5)) / 36$

- 1 score for the number of criteria applicable to the project

$(\text{number of "Yes" answers} + (\text{number of "Partially" answers} * 0.5)) / \text{number of applicable criteria}$

Scores are displayed with the following color code:



Your results per aspect: View the distribution in percentage and value between “Yes”, “Partially”, and “No”, per aspect, and based on the global audit.



# Reading Guide of the Best Practice Grid

## Objective

This grid is designed to enable brands to integrate the 23 best practices into their generative AI projects. It offers them a structured frame to identify the relevant practices, measure their implementation capacity, and drive their efforts towards an efficient and responsible adoption of artificial intelligence. Based on these recommendations, you will be able to progress in the adoption of generative AI while respecting the ethical, organizational, and strategic challenges linked to its use in your activities.

## Structure of the Best Practice Grid

Below is a detailed structure by column:

### • Best Practices:

This column lists the best practices identified to ensure responsible and ethical use of generative AI. Each practice is numbered to make follow-up easier.

### Scope:

In this column, you can indicate if the practice applies to your project. Select one of the two available answers.

- Applicable
- Non applicable

If you select “Non applicable”, leave associated cells E and F empty.

### Complexity Level:

This column assesses the perceived complexity level for the adoption of this practice in your context:

Easy: Quick and effortless implementation.

Medium: Requires resources and moderate efforts.

Difficult: Requires organizational changes or important resources.

- 
- 
-

# Reading Guide of the Best Practice Grid

## Implementation:

This column displays the current implementation status of each practice:

- Yes: Practice is implemented.
- Partially: Actions are ongoing, but the practice is not fully implemented yet.
- No: Practice is not implemented (yet).

## Methodology

Once the grid is filled, a dedicated dashboard allows you to extract a summary of your answers and to quickly identify your strengths as well as your areas of improvement. This dashboard focuses on two main indicators:

### Complexity Level:

It is assessed in percentage and value, globally and per aspect, on the applicable scope.

### Implementation Level:

It is assessed in percentage and value, globally and per aspect, on the applicable scope.

# Reading Guide of the Best Practice Grid

## For an efficient use of the grid

Step 1 Early stage of the project	Step 2 During the project	Step 3: After the project
Refer to detailed sheets. Identify the relevant and primary recommendations for your project.	Anticipate necessary actions for implementation of applicable practices.	Review practices marked “No” or “Partially” in the “Implementation” column.  Compare and align these axes with your strategic challenges and available resources.
Bring together the stakeholders: Share the best practices with your teams to collect their feedback and initiate a dialog.	Set up your arbitration for implementation. Examples: Validate all “Easy” answers; focus on one or several “Difficult” answers, etc.	List practices needing improvement and opportunities to strengthen your practices.
		Develop a real and feasible action plan to integrate them into your processes.

# Framework Note

## Articulation of both grids

### Best practices:

The best practice grid is built as an operational tool to guide project design and implementation from the beginning. It allows you to define specific priorities of each project for every aspect of a responsible generative AI, identifying applicable practices and their complexity level.

It is used during the scope definition phase, when teams identify relevant practices to be integrated into their project, before launching developments.

### Audit:

The audit grid is designed to assess compliance and efficiency of projects over a given period of time. This tool is used to assess what has been accomplished, measure results, and identify areas of work.

It allows you to check that commitments made at the beginning of the project are fulfilled, and to analyze general strengths and weaknesses to refine the processes for future projects.

It also allows you to aggregate data from several audits of projects, in order to obtain an overview of responsible AI practices in a given department and over a given period of time. This makes it possible to identify trends, define strategic objectives, and determine orientations of long-term action plans.

In conclusion, the best practice grid and the audit grid are complementary: the first one defines the structure of an initial implementation, while the second one assesses results obtained.

When combined, they guarantee a consistent and rigorous approach for the adoption of responsible generative AI.

# Best Practice Sheet Summary

## Societal Aspect

### Training and evolution of jobs

- (1) Training the teams in the use of generative AI.
- (2) Supporting the evolution of professions with the integration of generative AI.
- (3) Raising awareness of generative AI challenges among the stakeholders.

### Transparency and Confidentiality

- (4) Informing users about the use of generative AI in communication campaigns.
- (5) Ensuring transparency for data sources used by generative AI when the used model is produced internally (RAG model).
- (6) Requesting transparency elements on data sources used by generative AI when the model is produced externally (LLM model).
- (7) Making sure people involved are informed when their personal data are used by a generative AI.
- (8) Ensuring proper segregation of data models to prevent permeability of data uses between the different models.

### Diversity, Inclusion and Fight against Stereotypes

- (9) Training the teams in inclusive representation with generative AI.
- (10) Using representative data, for a generative AI free from stereotypes.
- (11) Developing protocols to detect and correct biases of generative AI.

### Accessibility of Generative AI

- (12) Making sure all audiences can access generative AI technologies in your products and services.

# Best Practice Sheet Summary

## Eco-responsible Aspect

### Frugality of Generative AI

- (13) Analyzing the needs for a frugal generative AI.
- (14) Optimizing performance and energy consumption of generative AI models, training data and equipment.
- (15) Implementing the governance of generative AI frugality.

### Responsible Communication

- (16) Promoting a generative AI fostering responsible communication.
- (17) Forbidding greenwashing in campaigns created with generative AI.

## Sovereignty Aspect

### Hosting and Origin of Models

- (18) Making sure generative AI infrastructure is hosted locally.
- (19) Systematically exploring European offers when selecting a tool based on generative AI models.

### Data Reliability and Quality

- (20) Evaluating and ensuring the quality and reliability of training data for generative AI models.
- (21) Keeping documentation about the use of a generative AI based solution, from the creation process to the use of data.

### Governance and Intellectual Property

- (22) Implementing a governance to protect the intellectual property rights related to the use of a generative AI.
- (23) Training the teams in the management of rights on data related to the use of generative AI.

# Best Practice Sheet

## No. 1 Training the teams in the use of generative AI

### Description:

Organizing appropriate trainings to teach employees how to use generative AI tools in an efficient and responsible manner, while developing their awareness of ethical challenges and practices.

This practice is essential to train the teams on the use of generative AI, allowing organizations to meet ethical and strategic expectations.

For example, it can include practical cases, collaborative workshops or audit, for an increased impact.

### Possible Actions:

Implement specific training modules that can be accessed via a suitable platform and giving time to the teams so that they can participate actively.

### Examples:

Training cycle including awareness sessions

Coaching support program.

Sharing an awareness guide on the subject.

# Best Practice Sheet

## No. 2 Supporting the evolution of professions with the integration of generative AI

### Description:

In many businesses, processes are transformed by the introduction of generative AI: some tasks are automated and new ones are created. This evolution can cause concern among the employees, hence the importance of a dedicated support.

The organization must map the potential transformations, identify the missing skills, and develop career paths in collaboration with the teams. With these actions, companies can transform challenges into opportunities, fostering the emergence of talents that are able to take advantage of these technologies.

### Possible Actions:

Analyze the impact of generative AI uses on professions. Define key skills that have to be developed for each impacted function.

Implement a personalized transition plan (workshops, mentoring). Transparent communication on changes and expected benefits.

### Examples:

A design team learns how to integrate image generators in its creative workflow.

A customer advisor is trained on the use of an AI chatbot to answer



# Best Practice Sheet

## No. 3 Raising awareness of generative AI challenges among the stakeholders

### Description:

Generative AI raises ethical, social, and economic questions affecting not only enterprises, but also all stakeholders: customers, partners, employees, and regulators.

It is essential to raise awareness among these audiences in order to establish a common understanding and responsible framework. Awareness actions must address transparency, biases, impacts on jobs and technological sovereignty. This proactive approach makes it possible to position the company as a responsible player and pioneer in its field.

### Possible Actions:

Organize brainstorming workshops involving all stakeholders (employees, partners, customers).

Create teaching materials: guides, videos, articles.

Collaborate with AI experts or specialized organizations to enrich exchanges.

Integrate awareness modules in training programs.

### Examples:

A series of conferences on ethical impact of AI, for partners Accessible infographics explaining biases in generative AI created content, which are distributed internally and externally.

# Best Practice Sheet

## No. 4 Informing users about the use of generative AI in communication campaigns

### Description:

Transparency is a pillar of trust. In a context where generative AI produces content that can be mistaken for human-made content, it is essential to clearly inform users. Indicating that content is AI-generated or modified allows to meet increasing expectations of consumers in terms of ethics and transparency.

This also contributes to reducing misinterpretations or misunderstandings that could damage the brand's reputation.

### Possible Actions:

Integrate a visible and standardized mention for all AI-generated content. Train the teams on the identification and reporting of AI content. Include information about the use of AI in legal notices of communication materials. Ensure availability of resources explaining the use of AI in the campaigns.

### Examples:

An advertising banner indicating that the image is AI generated. An explanatory video on social networks detailing the creative process based on AI.

## Best Practice Sheet

### No. 5 Ensuring transparency for data sources used by generative AI when the used model is internally produced (RAG model)

#### Description:

Data is the core of generative AI.

It is essential to communicate in a transparent manner about data sources used to train the models, in order to demonstrate an ethical law-compliant approach.

This transparency also guarantees the quality and reliability of generated content. This includes a particular attention to sensitive data, such as personal data, where compliance with the laws is mandatory (GDPR, etc.).

#### Possible Actions:

Map the data sources used for model training.

Develop explanatory sheets on the origin of data and their compliance.

Implement an ongoing control process to ensure the reliability of data.

Educate the teams on the importance of transparency and best practices for data.

#### Examples:

A report detailing datasets used to create a chatbot. A public note indicating that only anonymized and GDPR-compliant data are used.

## Best Practice Sheet

### No. 6 Requesting transparency elements on data sources used by generative AI when the model is produced externally (LLM model)

#### Description:

With external models, such as LLM, it is essential to ask for accurate information on datasets used to train these models.

This transparency guarantees that data comply with the applicable laws and ethical standards, while enhancing users' confidence.

#### Possible Actions:

Require from the providers a detailed report on used data sources.

Check the compliance of data with local and international laws (GDPR, etc.).

Include contractual terms mentioning the transparency obligations of providers.

Train the teams so that they can analyze and understand this information.

#### Examples:

A company requires a documentation on used datasets from its LLM provider.

An internal audit of data sources used by AI models in order to check their legitimacy.

# Best Practice Sheet

## No. 7 Making sure people are informed when their personal data is used by a generative AI

### Description:

The use of personal data in generative AI systems requires increased vigilance. These collection processes must be clear, accessible and in line with regulatory frameworks like GDPR and AI Act.

In addition, it is essential to inform users of their rights, and to implement mechanisms to efficiently manage their choices.

Such an approach fosters users' confidence while avoiding regulatory sanctions.

### Possible Actions:

Design clear and detailed forms.

Inform users of their rights and on how to exercise them.

Implement an efficient system to record and manage oppositions of users.

Regularly audit the way personal data are collected and used.

Train legal and technical teams on these processes.

### Examples:

A chatbot informs users of the purpose of data collection and explicitly mentions the choices available to them, including the possibility to reject some uses.

Thanks to a central dashboard, the company can follow up the expressed choices.

## Best Practice Sheet

### No. 8 Ensuring proper segregation of data models to prevent permeability of data uses between the different models.

#### Description:

Simultaneous use of several AI models can create risks of mixing or transferring data from one model to another one.

It is crucial to implement segregation mechanisms to ensure data used in a model are not inadvertently used by another model, in order to protect confidentiality and specific uses.

#### Possible Actions:

Introduce strict rules to partition datasets and models. Use distinct execution environments for each AI model. Regularly audit data flows between systems, in order to identify potential flaws.

Train the teams on best practices regarding segregation of data.

#### Examples:

A company separates models used for marketing data from models used for sensitive customer data.

A segmented AI environment ensures that a chatbot model cannot access to training data of another project.

# Best Practice Sheet

## No. 9 Training the teams in inclusive representation with generative AI

### Description:

Without a control system, generative AI can absorb stereotypical models of societal representations and feed them. Training the teams in the inclusive representation principles guarantees that generated content is respectful and representative of diversity (age, ethnic background, gender, etc.). This proactive approach reflects the values of the brand and enhances its image perceived by various audiences.

### Possible Actions:

In AI trainings, create modules with stakeholders that are representative of diversity.  
Organize awareness workshops on diversity and inclusion. Release guides on common biases in generated content.  
Regularly assess created content in order to detect possible problems.

### Examples:

An advertising campaign of a cosmetic brand is AI-generated to reflect all skin tones and validated by a panel of internal stakeholders.  
An artwork generation tool has been developed by teams that are trained to include various representations of gender and age with no negative bias.

## Best Practice Sheet

### No. 10 Using representative data, for a generative AI free from stereotypes

#### Description:

Without a control system, generative AI can absorb stereotypical models of societal representations and feed them. Training the teams in the inclusive representation principles guarantees that generated content is respectful and representative of diversity (age, ethnic background, gender, etc.). This proactive approach reflects the values of the brand and enhances its image perceived by various audiences.

#### Possible Actions:

Audit datasets in order to identify biases.  
Diversify the sources of data and include representative groups. Collaborate with inclusion experts to validate the datasets.  
Introduce measurement tools and diversity indicators.

#### Examples:

An AI model developed from global data reflecting different socio-cultural environments with no negative bias.  
A platform for avatar generation that includes options for various morphologies.



# Best Practice Sheet

## No. 11 Developing protocols to detect and correct biases of generative AI

### Description:

Even with balanced data, biases may persist in the results. Implementing detection and correction protocols guarantees a continuous vigilance. These processes must include analysis tools, regular testing, and mechanisms to adjust the models as soon as a bias is identified.

### Possible Actions:

Development of tools to detect the presence of biases in generated content. Train the teams on how to detect and report biases. Implement periodical reviews of generated results. Document and share lessons learned to improve the practices.

### Examples:

A text generation tool is analyzed to check the balance of gender representations in the descriptions.  
A model is corrected after detection of biases in results regarding sensitive questions.

# Best Practice Sheet

## No. 12 Making sure all audiences can access generative AI technologies in your products and services

### Description:

Generative AI must be designed so that anyone can access it, including people with disabilities.

This involves developing specific features like audio description, subtitling or adapted interfaces.

These improvements ensure a fair use of tools and reinforces social inclusion.

### Possible Actions:

Identify specific needs of target audiences in terms of accessibility.

Collaborate with specialized organizations in order to design adequate solutions.

Integrate accessibility into development processes of AI tools. Test technologies with representative groups before their roll-out.

### Examples:

A voice generation application offering options for visually impaired users.

An image generator integrating alternative descriptions for digital media.

# Best Practice Sheet

## No. 13 Analyzing the needs for a frugal generative AI

### Description:

*Please refer to the specific definition of frugal AI by the Afnor, in the glossary.*

The deployment of generative AI can require a lot of energy and material resources.

A prior analysis of needs can limit these impacts, by choosing optimized and tailored solutions.

This approach reduces costs as well as the ecological footprint.

### Possible Actions:

Select models and infrastructure corresponding to the identified needs.

Conduct an impact study at an early stage of every project.

Involve stakeholders in the usage evaluation.

Document and share results to adjust future deployments.

### Examples:

A company discovers that a generative AI model lighter than another one is enough for its text generation needs.

A brand does not retain a generative AI solution for the translation of its content since a generic translation tool is perfect for this task.

A communication department preferably uses archive images rather than visuals produced with a generative AI solution.

## Best Practice Sheet

### No. 14 Optimizing performance and energy consumption of generative AI models

#### Description:

Reduction of ecological impact of AI models is essential. This involves practices such as model compression, use of renewable energy or equipment recycling.

These optimizations combine performance and sustainability.

#### Possible Actions:

Reduce the size of models through the elimination of unnecessary features. Migrate to infrastructure powered by renewable energies. Implement eco-responsible cooling solutions for servers.

Promote reuse of IT equipment.

#### Examples:

Data and CSR departments work together to launch a project in line with the low-carbon path of the company.

A project using a light IT structure to limit the necessary resources.

# Best Practice Sheet

## No. 15 Implementing the governance of generative AI frugality

### Description:

A responsible management of resources requires a structured governance. Implementing processes to measure and reduce the ecological footprint of generative AI is useful for defining precise objectives and raising awareness among the teams.

### Possible Actions:

Creation of environmental performance indicators for every AI project.  
Organization of regular audits in order to evaluate the ecological footprint.  
Raise employee awareness of digital frugality.  
Mention results and implemented actions in annual reports.

### Examples:

Data and sustainability teams work together on generative AI model optimization to achieve the objective of a 30% reduction of the energy consumption at group level.  
All teams participating in projects involving generative AI adopt an internal charter on sustainability.

## Best Practice Sheet

### No. 16 Promoting a generative AI fostering a responsible communication

#### Description:

Generative AI can play a key role in the development of campaigns centered on sustainable practices. With automation of content creation, it optimizes resources and sends engaging messages to raise awareness of eco-responsibility. Brands can thus emphasize their commitments and at the same time reduce waste of content.

#### Possible Actions:

Identify the key messages that are linked to the sustainable commitments of the brand. Use AI to create content in line with these values (infographics, videos, stories).

Reduce the amount of unnecessary content, thanks to a precise target segmentation.

Integrate eco-design practices to the choice of media.

#### Examples:

An organization reduces by 16% the carbon footprint of its advertising campaigns using a generative AI model.

A set of AI-generated content on social networks is designed to raise awareness of environmental preservation, representing living, healthy and clean natural areas.

# Best Practice Sheet

## No. 17 Forbidding greenwashing in campaigns created with generative AI

### Description:

*Please refer to the specific definition of greenwashing by the ADEME, in the glossary.*

Any communication using generative AI tools must reflect genuine and verifiable commitments of the brand in terms of sustainability. Greenwashing is regarded as a deceptive commercial practice that can lead to the conviction of a company. This practice should be prohibited in order to avoid any legal risk and protect the brand's credibility and integrity.

### Possible Actions:

Ensure messages are consistent with the brand actions. Implement internal reviews to validate generated content. Train the communication teams on the greenwashing risks.  
Plan external audits to evaluate the authenticity of campaigns.

### Examples:

A brand does not launch a campaign generated by an AI associating its product with natural elements and mentioning its carbon neutrality without tangible proof.  
A brand establishes an internal sustainability committee to validate its messages created using a generative AI model.

## Best Practice Sheet

### No. 18 Making sure generative AI infrastructure is hosted locally

#### Description:

Hosting the generative AI infrastructure locally reinforces the data sovereignty and enables a better compliance with national laws. This also ensures a greater transparency in sensitive data management, while reducing the ecological footprint related to long-haul data transmission.

#### Possible Actions:

Identify local partners for system hosting.  
Organize regular audits of infrastructure to check its compliance with local standards.  
Give priority to solutions powered by renewable energies. Include data localization in the privacy policies.

#### Examples:

A company selects a datacenter in France to host its AI models.  
A conversational after-sales service solution ensures that all user data are stored exclusively in Europe.



## Best Practice Sheet

### No. 19 Systematically exploring European offers when selecting a tool based on generative AI models

#### Description:

When selecting an AI tool, exploring different models makes it possible to compare operation and transparency of models as well as the access to technical information. Many voices have been raised to pay attention to the development of European tools, in order to achieve technological sovereignty and limit the dependency from foreign players.

#### Possible Actions:

List the European or Open Source alternatives to common models. Assess the quality of selected models and their compatibility with the needs of the brand. Collaborate with Open Source communities to improve the models.  
Make the teams aware of sovereignty challenges.

#### Examples:

A company adopts an Open Source AI to generate texts, while adjusting settings to its needs.  
A brand uses a European search engine based on generative AI to comply with the laws on data protection.

# Best Practice Sheet

## No. 20 Evaluating and ensuring the quality and reliability of training data for generative AI models

### Description:

Quality of training data is essential to guarantee relevant results and prevent bias. These data have to be assessed in order to make sure they are actual, representative, and compliant with ethical standards.

This task enhances the reliability of models and mitigates the risks related to erroneous or biased decisions.

It is also essential to control the AI-generated data, which can be reused to train the models.

These data require a rigorous evaluation, as their uncontrolled integration can lead to amplified biases, inconsistencies or a global deterioration of the model quality.

### Possible Actions:

Regularly audit all training data, including AI-generated data.

Implement processes to check the quality of data, focusing in particular on automatically generated data.

Eliminate or correct outdated, inaccurate or biased data –initial or generated.

Collaborate with experts to validate the datasets.

Document methodologies used to assess and integrate data, and make this documentation available to internal stakeholders.

### Examples:

An IA model is created with recent and various data to avoid biases in content generation.

An organization identifies and deletes biased data from a generative model before they impact the performance of other systems.

## Best Practice Sheet

### No. 21 Keeping documentation about the use of a generative AI based solution, from the creation process to the use of data

#### Description:

Documenting every step of the use of a generative AI guarantees a full traceability and a better understanding of processes. This documentation makes audits easier, increases transparency and helps to correct potential malfunction or biases.

#### Possible Actions:

Develop a technical documentation describing the training process, used data and achieved results.

Include decisions made at every step in clear and accessible registers.

Regularly update the documentation according to technological evolutions.

Plan audits to validate the quality and the accuracy of documents.

#### Examples:

A company releases a detailed report on data sources and training methodology of an IA model.

A user guide includes limits and specificities of a generative model for nontechnical teams.

## Best Practice Sheet

### No. 22 Implementing a governance to protect the intellectual property rights related to the use of a generative AI

#### Description:

Generative AI raises complex questions on intellectual property rights. Through the implementation of a dedicated governance, it is possible to define clear rules to protect authors, used data, and generated content. This approach preserves the rights of stakeholders and mitigates the risk of dispute.

#### Possible Actions:

Establish an internal charter for intellectual property. Develop awareness of applicable rules in legal and creative teams. Negotiate specific agreements with providers of IA models. Implement a management mechanism for legal disputes relating to rights.

#### Examples:

A company uses an AI model and respects the copyrights of training data. The transfer of rights and guarantees linked to the use of AI is mentioned in the contract between a brand and its agency.

## Best Practice Sheet

### No. 23 Training the teams in the management of rights on data related to the use of a generative AI

#### Description:

Generative AI raises complex questions on intellectual property rights. The implementation of a dedicated governance makes it possible to define clear rules to protect authors, used data, and generated content.

This governance must include a precise map of used AI systems within the organization, as well as an approach for each use case in order to assess risks and opportunities linked to each use.

This approach preserves the rights of stakeholders, limits the risk of dispute, and guarantees a responsible use of AI technologies.

#### Possible Actions:

Map all generative AI systems used within the organization, including their purpose, their providers, and the types of data that are processed.

Implement clear internal policies to supervise the use of generated content and data, complying with applicable laws.

Train legal and operational teams on risks relating to intellectual property and governance best practices.

Audit practices on a regular basis, to ensure compliance of AI systems and associated processes.

#### Examples:

A team is set up to support the roll-out of compliant AI models.

A marketing department is trained on best practices in customer data management.

A brand identifies the intellectual property risks associated with the use of generative model to create images.

# Glossary

Terms	Definitions
Accessibility	All practices aiming at designing tools, content, and digital technologies that can be used by anyone, including people with disabilities (sight, hearing, mobility, cognitive problems, etc.). Examples are features such as subtitles for videos, keyboard navigation, screen readers, and adjustments of contrast or text size.
Bias (algorithmic)	Systematic anomalies or distortions in the results produced by a machine learning or deep learning algorithm, leading to unfair, discriminatory or inaccurate decisions or predictions.
Eco-responsible communication	<p>Approach aiming at designing and issuing messages and content while limiting their environmental impact and promoting sustainable and responsible practices. This involves:</p> <ul style="list-style-type: none"> <li>• Using media support with low environmental footprint.</li> <li>• Aligning the brand's values with the messages, in order to avoid greenwashing.</li> <li>• Raising public awareness of sustainable behaviors.</li> </ul>
Representative data	Dataset that reflects the diversity of contexts or populations to which they are applied, to make sure results are fair and relevant.
Intellectual property rights (IPR)	All rights protecting intellectual creations (texts, images, designs, models) generated by AI or any other mean.

# Glossary

Terms	Definitions
Greenwashing	This term refers to any allegation that could mislead the public about the actual ecological quality of a product or service, or about the reality of the sustainable development approach of an organization, regardless of its means of dissemination. (ADEME)
Local hosting	Process of hosting data or digital infrastructure in a specific geographical location; generally, in the same country or region as the organization or its users. This helps to strengthen the sovereignty of data, comply with local laws (such as GDPR in Europe), and ensure a better control of processed information safety and confidentiality.
Frugal AI	The purpose of the frugal AI is to design and use artificial intelligence systems that need less resources to accomplish a given task and have a lower global environmental impact than methods without AI. Frugality aims at reducing the environmental impact of artificial intelligence systems, while ensuring their efficiency and usefulness, thanks to a resource optimization and a responsible approach during their entire life cycle.
<b>Generative AI</b>	This branch of Artificial Intelligence focuses on content creation based on existing data. Unlike conventional IA systems, which analyze and recognize data, generative AI is able to produce new data in the form of text, images, videos, music, etc. It leverages machine learning algorithms and deep learning models.

# Glossary

Terms	Definitions
Open Source AI	These are AI technologies, algorithms, and tools whose source code is made available to the public to be freely used, changed or distributed. This approach enables an open collaboration and encourages innovation, allowing searchers, developers, and enthusiasts to contribute to the development of AI. Open Source AI plays a vital role for democratizing access to AI technologies, which allows a wide range of participants to be involved in AI advancements.
Inclusive representation	This principle is to ensure that generated and distributed content, messages, and visuals reflect in a fair and balanced way the diversity of individuals and social groups in terms of gender, age, origin, disabilities, sexual orientation, etc.
Digital sovereignty	Ability of a country or organization to control its own data, technologies, and digital infrastructure, without excessive dependence on external players.
Stereotype	Preconceived idea or simplified –and often simplistic– image associated to a group of individuals, based on characteristics like gender, age, origin, profession, culture, etc. Stereotypes can be positive or negative, but they always tend to generalize and to ignore the diversity of individuals within a group.



# Glossary

Terms	Definitions
Transparency	<p>This notion aims at making AI systems understandable and accessible to users and developers alike. It must include the following aspects, among others:</p> <ul style="list-style-type: none"><li>• Explanation of decisions regarding AI systems and information sharing.</li><li>• Traceability in development and deployment of AI systems.</li><li>• Ethical governance, in which stakeholders are involved.</li></ul>
UX/UI (User Experience / User Interface)	<p>Overall practices aiming at improving ergonomics, usability, and general experience during the interaction with a digital product.</p>

# Bibliography

Official AI ACT:

[EU Official Journal / July 2024 / 460 p]

<https://eur-lex.europa.eu/legal-content/FR/TXT/?uri=CELEX:32024R1689>

Référentiel général pour l'IA

frugale [AFNOR SPEC / June

2024 / 100p]

<https://www.afnor.org/actualites/referentiel-pour-mesurer-et-reduire-impact-environnemental-de-ia/>

Livre blanc : L'IA éthique en

pratique [HUB FRANCE IA / May

2023 / 59 p]

[https://www.hub-franceia.fr/wp-content/uploads/2023/05/Livre\\_Blanc\\_IA\\_Ethique.pdf](https://www.hub-franceia.fr/wp-content/uploads/2023/05/Livre_Blanc_IA_Ethique.pdf)

Guide : favoriser la diversité et l'inclusion dans la communication.

[FAIRe Union des Marques / September 2024 / 34 p]

<https://uniondesmarques.fr/nos-services/actualites/article/2022/05/01/Comment-favoriser-la-diversite-et-linclusion-dans-la-communication->

Guide: Representation of Eco-responsible Behaviors in Communication. [FAIRe

Union des Marques / September 2024 / 25 p]

<https://uniondesmarques.fr/nos-services/actualites/article/2023/01/18/Lancement-du-guide-sur-la-representation-des-comportements-co-responsables>

WFA survey: How marketers are using and governing generative

IA [WFA / September 2024]

<https://www.wfanet.org/knowledge/item/2024/09/17/eighty-percent-of-brands-have-concerns-about-agency-use-of-genai>

## Thanks

Lénaïk LARDEZ, Responsable Achats et Agence Interne, BNP PARIBAS

Tanguy MOILLARD, Directeur Communication & Marque,  
BOUYGUES TELECOM

Audrey LONGUET, Responsable de la communication commerciale, BOUYGUES  
TELECOM

Cécile NEY, Mularski Responsable publicité, COMME J'AIME

Christelle JEZEQUEL, Responsable Communication et Médias,  
CREDIT MUTUEL ARKEA

Mathieu TÊTU, Head of Integrated Marketing Communication, GROUPE

BEL Victor LORTHIOIR, Head of New Media Value Streams, LVMH

Andrea KOCSIS, Head of Consumer Expérience Zone Europe Confectionery  
NESTLÉ

Claudia OUDEY, Legal - Head of Digital, Data Protection Officer, PERNOD  
RICARD FRANCE

Laurent TRIPIED, CEO, Bziit

Paul ARNON, Responsable Customer Success, Bziit

# Contacts

## **Laura Azoulay**

Responsable Marketing et Impact

[lazoulay@uniondesmarques.fr](mailto:lazoulay@uniondesmarques.fr)

## **Jérôme Rigourd**

Directeur Performance Digitale et IA

[jrigourd@uniondesmarques.fr](mailto:jrigourd@uniondesmarques.fr)

## **Sophie Roosen**

Directrice Marque et Impact

[sroosen@uniondesmarques.fr](mailto:sroosen@uniondesmarques.fr)



Unis pour construire des marques durables

