

AI and Digital Creative Tools Policy

Legal operator	Pariter Limited trading/operating the F-Stop Creative brand
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Purpose

F-Stop Creative may use digital tools, automation, generative AI, image tools, editing tools, research tools, copy support tools, design software and workflow technologies to support creative work. This policy explains the guardrails.

Human-led creative process

AI or automation tools may support idea generation, drafting, visual exploration, image editing, content structure, mood boards, research prompts, workflow efficiency or internal options. Final creative judgement, client communication and deliverable approval should remain human-led.

Confidential and personal data

F-Stop Creative should not upload sensitive confidential client information, unpublished strategy, personal data, trade secrets, restricted images or regulated content into public AI tools unless the client has authorised that use and the tool is appropriate for the data.

Where AI tools are used, the project team should consider privacy, confidentiality, accuracy, bias, rights, usage restrictions and output review.

Intellectual property and originality

AI-assisted outputs may raise intellectual property, originality and licensing questions. F-Stop Creative will use reasonable creative review processes, but clients should not treat AI-assisted material as legally cleared unless a specialist rights clearance process is expressly included in the project scope.

Clients remain responsible for approving final deliverables and obtaining specialist clearance where needed for trade marks, regulated claims, high-profile campaigns, paid advertising, product launches or sensitive uses.

Transparency

Where AI use is material to a project, sensitive to the client, or relevant to client approval, F-Stop Creative should disclose or discuss the use of AI tools in a proportionate way through the proposal, statement of work or project communications.