

AI Usage Guidelines Package

SignalCraft Agency | Prepared with GuardAxis

SignalCraft Agency receives a high draft risk posture in this Phase 2 demo because the intake indicates internal and external AI use with PII, customer content, trade secrets considerations.

This package is a draft and requires business, security, and legal review before use.

At a Glance

- Included documents: AI Acceptable Use Policy; AI Security and Governance Policy; Employee AI Usage Standard; Third-Party AI Review Checklist.
- Evidence basis: 6 confirmed business inputs and 4 supporting website evidence notes.
- Drafting basis tracked for 8 sections before export.
- Priority risks carried into drafting: 4.

Executive Summary

- Intake answers are treated as the primary source of truth.
- Website evidence is limited to bounded public page review within the requested domain family.
- Policies are presented as editable draft guidelines.

Assumptions and Missing Information

Assumptions

- The website scan in this phase is bounded to public pages within the requested domain family and may be incomplete.
- Framework mappings are provided as high-level drafting references only.

Missing Information

- Public pages do not confirm the exact guardrails used for customer-facing AI outputs.

Package Snapshot

This draft guidelines package is grounded in 6 business inputs, 4 website evidence notes, and 4 priority risks. Detailed grounding appears in the appendices so the policy language itself stays readable.

Priority Risks

- Customer-facing AI outputs need clear human review boundaries (Medium)
- Sensitive data handling needs explicit AI restrictions (High)

- Source code and proprietary information exposure risk is elevated (High)
- Third-party AI tools need consistent approval and vendor review (Medium)

AI Acceptable Use Policy

AI Acceptable Use Policy

Audience: All staff and contractors | Status: Draft

Draft guidelines only. Review by business, security, and legal stakeholders is required before adoption.

Purpose and scope

SignalCraft Agency may use approved AI tools to support legitimate business work. These draft guidelines apply to employees and contractors and should be reviewed by business, security, and legal stakeholders before adoption.

Restricted and prohibited uses

AI may support approved work, but it must not be used for prohibited activities such as Do not submit confidential client strategy, unreleased campaigns, or sensitive audience data into unapproved AI tools.; Do not publish AI-generated claims, regulated sta...

AI Security & Governance Policy

Audience: Leadership, security, IT, and governance owners | **Status:** Draft

Draft guidelines only. Review by business, security, and legal stakeholders is required before adoption.

Roles and responsibilities

Business owners, security reviewers, and legal stakeholders should share responsibility for approving AI use cases, reviewing exceptions, and confirming that policy language matches actual operations.

Logging and monitoring

AI-assisted workflows should follow the organization's logging expectations, with additional attention on customer-facing outputs and other high-impact uses. Incident review and exception tracking should be documented in a lightweight, repeatable way.

Employee AI Usage Standard

Employee AI Usage Standard

Audience: Employees and managers | Status: Draft

Draft guidelines only. Review by business, security, and legal stakeholders is required before adoption.

Daily use rules

Employees may use approved AI tools for Campaign and copy drafting, Creative ideation and content repurposing, Client communication drafts, Performance and audience analysis support. Customer-visible or externally shared outputs should stay within approved...

Review and verification

AI output must be checked for accuracy, completeness, and business appropriateness before it is relied on. When facts are uncertain or the impact is high, employees should escalate rather than assume the output is correct.

Third-Party AI Review Checklist

Third-Party AI Review Checklist

Audience: Security, procurement, and business owners | **Status:** Draft

Draft guidelines only. Review by business, security, and legal stakeholders is required before adoption.

Vendor basics

Record the tool name, business owner, intended use case, and whether the tool may affect customers directly. If the use case changes materially, repeat the review.

Data exposure and retention

Review what information the vendor receives, stores, or uses for model improvement. Pay special attention to PII, customer content, trade secrets, and confirm whether those categories are allowed at all.

Appendix A | Business Inputs

- Organization: SignalCraft Agency
- Primary website: <https://marketing-media.guardaxis.io>
- AI usage mode: internal and external
- Customer-facing AI: In scope
- Sensitive data types: PII, customer content, trade secrets
- Current AI tools: ChatGPT, AI features inside marketing or creative tools

Appendix B | Observed Website Evidence

- marketing-media.guardaxis.io: SignalCraft Agency is a sample creative agency supporting campaign planning, content production, brand messaging, and client communications.

Observed public fact | Source: marketing-media.guardaxis.io

- marketing-media.guardaxis.io/operations: Teams use AI for campaign drafts, creative ideation, copy development, content repurposing, client communication drafts, and performance analysis support.

Observed public fact | Source: marketing-media.guardaxis.io/operations

- marketing-media.guardaxis.io/trust: The sample trust notes emphasize review of claims, client approval, rights checks, confidential strategy handling, and no unsupervised publication of AI output.

Observed public fact | Source: marketing-media.guardaxis.io/trust

- marketing-media.guardaxis.io/privacy: The sample privacy notes identify client campaign materials, audience data, customer content, unreleased creative concepts, and confidential strategy as sensitive.

Observed public fact | Source: marketing-media.guardaxis.io/privacy

Appendix C | Priority Risks

- Customer-facing AI outputs need clear human review boundaries (Medium)
- Sensitive data handling needs explicit AI restrictions (High)
- Source code and proprietary information exposure risk is elevated (High)
- Third-party AI tools need consistent approval and vendor review (Medium)

Appendix D | Drafting Basis by Section

AI Acceptable Use Policy

Purpose and scope

- Business input: AI usage mode
 - Business input: Customer type
 - Drafting plan: Purpose and scope
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AI Acceptable Use Policy

Restricted and prohibited uses

- Risk driver: Customer-facing AI outputs need clear human review boundaries
 - Risk driver: Sensitive data handling needs explicit AI restrictions
 - Risk driver: Source code and proprietary information exposure risk is elevated
 - Drafting plan: Restricted and prohibited uses
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AI Security and Governance Policy

Roles and responsibilities

- Business input: New tool approval
 - Business input: Vendor review requirement
 - Drafting plan: Roles and responsibilities
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AI Security and Governance Policy

Logging and monitoring

- Business input: Logging requirement
 - Risk driver: Customer-facing AI outputs need clear human review boundaries
 - Drafting plan: Logging and monitoring
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Employee AI Usage Standard

Daily use rules

- Business input: Internal AI use cases
- Drafting plan: Daily use rules

Employee AI Usage Standard

Review and verification

- Business input: Human review requirement
 - Drafting plan: Review and verification
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Third-Party AI Review Checklist

Vendor basics

- Business input: Current AI tools
 - Drafting plan: Vendor basics
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Third-Party AI Review Checklist

Data exposure and retention

- Business input: Sensitive data types
 - Drafting plan: Data exposure and retention
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Appendix E | Control Mapping

Framework mappings support review and drafting only and should not be treated as proof of compliance.

Review Disclaimer

Draft guidelines only. This material does not establish compliance, certification, or legal sufficiency and must be reviewed by business, security, and legal stakeholders.