KINNECT'S
AI PHILOSOPHY

AI isn't here to replace our creativity. It's here to sharpen it. At FCB Kinnect, we see AI as scaffolding that allows our imagination to rise higher and move faster.

Our philosophy is simple:

AI is a catalyst, not a crutch. It helps us push the boundaries of creativity, speed, and efficiency, but never at the cost of originality. The idea still comes first, and the human spark still defines the outcome.

We integrate AI the same way we've integrated media and creativity—seamlessly, responsibly, and always with impact in mind. Every Kinnect team member is encouraged to explore, experiment, and learn with AI, knowing that transparency, ethics, and trust are non-negotiable.

This isn't just about technology. It's about building an organization where human imagination and machine intelligence work side by side to get great shit done.

STRATEGIC OBJECTIVES OF KINNECT AI

- Achieve measurable productivity gains - to unlock creative capacity and business growth.
- Protect client data and maintain trust - to safeguard confidentiality and strengthen client confidence.
- Build AI literacy across teams - to embed AI fluency as a cultural commitment, not a one-off initiative.

CORE PRINCIPLES OF KINNECT AI

- Human Insight Leads; AI Amplifies - Creativity and strategy remain human-led; AI strengthens, scales, and sharpens the output.
- Creativity First - Adoption must expand imagination and elevate ideas, not replace originality.
- Impact Over Novelty - Every AI use must deliver speed, quality, or innovation — never just hype.
- Tool Stability Over Novelty - We commit to core tools in 6–12 month cycles, ensuring scale, ROI, and consistency.
- Collaboration Through Standardization - Shared prompts, workflows, and practices ensure efficiency, knowledge transfer, and collective progress.
- Continuous Learning Within Guardrails - Teams are encouraged to experiment and learn, always within ethical, data-safe, and brand-safe boundaries.

COMPETITIVE ADVANTAGE

Internal Advantage – Smarter, Faster, Future-Ready Teams
- AI frees Kinnectors from repetitive tasks, unlocking 30–40% additional capacity for high-value creative and strategic work.
- Standardized AI playbooks ensure speed, consistency, and scale across departments.
- Continuous AI literacy and upskilling create a future-ready workforce with competitive skills unmatched in the market.

Market Positioning – From AI User to AI Leader
- FCB Kinnect evolves from experimentation to AI-native creativity — embedding AI across functions, not just isolated pilots.
- By turning AI into a differentiator that drives sharper insights, faster execution, and stronger brand outcomes, Kinnect positions itself as the industry standard for AI-native creativity in the Indian digital-first landscape.
- This positions Kinnect to attract top talent, win new clients, and lead the industry conversation on AI in creativity and marketing.

HOW WE USE AI: SAFE, ETHICAL, AND TRUE TO *The Kinnect Way*

Purpose

This policy sets the foundation for how we use AI at FCB Kinnect.

AI is not a crutch, it's scaffolding that helps us rise higher, move faster, and create with more impact. But with that power comes responsibility. Every Kinnector must use AI in ways that protect client trust, respect data, and uphold creative integrity.

Put simply: AI sharpens our imagination, but accountability always stays human.

Scope

This policy applies to everyone at FCB Kinnect - employees, freelancers, and vendors, whenever they use Generative AI tools.

It covers the Kinnect-approved AI stack, focused on Google and Adobe ecosystems, with select specialist tools for specific use cases:

Adobe (Creative AI) → Firefly (Image 3, Image 4, Flash 2.5, Video, Audio). Google (Core AI Suite) → Veo 3, Flow, Gemini Nano, Gemini 2.5 (Flash, Pro), Gemini for SEO, Gemini + Vertex Forecasting, Vertex Analytics, NotebookLM, Vertex Sentiment.

Select Specialist Tools → ChatGPT Enterprise, MidJourney, Pika Labs, Synthesia, Descript, ElevenLabs, Suno AI, Hawkeye AI, Figma AI Suite, HeyGen, Microsoft Copilot.

Free, consumer, beta, or unlicensed versions of AI tools are strictly prohibited for client work.

DATA PROTECTION & CLIENT CONFIDENTIALITY

Client trust is our edge. Protect it like gold.

- Use only approved enterprise tools for handling client data.
- Never input client names, budgets, personal data, original documents, PPTs, or proprietary strategies into free or unapproved tools.
- No personal data, contracts, or financial details in AI tools.
- Use only approved data sources, unvetted data not allowed.
- Comply with contracts: Ref to client confidentiality agreements.
- Activate data protection settings in every approved tool.
- Don't share tools or subscription login details with non-FCB Kinnect employees.
- AI prompts/outputs are logged; logs kept for 6 months, auto-deleted after 12 months unless legal hold.

RESPONSIBLE USE

What's mandatory
- Human review of all AI outputs before external use.
- Fact-check stats, quotes, and claims.
- Copyright check for generated assets.
- Bias check for cultural, gender, and ethical issues.
- Quality check against FCB Kinnect standards.
- No auto-publishing to clients or platforms.
- BFSI, healthcare, pharma, auto work requires brand/legal approval.

When NOT to use AI
- Hero creative ideas or brand voice creation.
- Final strategy recommendations.
- Client escalations, apologies, crisis comms.
- Contracts, legal docs, HR performance decisions.
- Sensitive data inputs (personal info, client contracts)

Encouraged use cases
- Brainstorming and variations.
- Drafting and refining docs, decks, emails.
- Research and synthesis.
- Productivity tasks: meeting notes, summaries, translations
- Speeding up first drafts and creative moodboards.
- Exploring multiple creative directions for internal discussion.

TRANSPARENCY & ATTRIBUTION

- Internal work: No citation needed; disclose to team if significant.
- Client/published work:
  - Level 1 - Thought Partner: no attribution required.
  - Level 2 - Content Contribution: AI building blocks, final deliverable by Kinnect → acknowledge AI/disclose to the Client
  - Level 3 - Verbatim Use: AI output used as-is → explicitly cite AI/disclose to the Client
  - Level 4 - External Sources: AI surfaces quotes/stats → cite original source or AI tool.

AI outputs must carry this disclaimer: Curated, reviewed, and finalized by FCB Kinnect — this work contains AI-generated elements.

- Content Repurposing
  When repurposing content (e.g. podcasts, decks):
  - Credit the original author.
  - Get sign-off when needed.
  - Add AI acknowledgment.
  - Identify yourself as editor/facilitator, not the original creator.

Watch for: hallucinations, outdated info, clichés, weak logic, copyright risks.

High-risk content (health, finance, children, politics) requires legal review and approval from CEO & CCO.

ACCOUNTABILITY & CONSEQUENCES

- Kinnectors: Follow rules, disclose AI use, report concerns.
- Leads: Enforce policy in deliverables.
- Transformers: Train, mentor, review.
- Council: Approve tools, govern, audit.
- Access: Role-based; no bypass allowed.
- High-sensitivity clients (BFSI, healthcare, pharma, auto): Higher accountability on users and reviewers.

Violations:
- 1st: Warning + training.
- 2nd: Formal review.
- Severe: Escalation, up to termination.

Incident Response
- Incident = privacy breach, mislabeling, harmful content, IP complaint.
- Within 24 hrs: notify HR + Legal, pause assets, follow corrective plan.
- Review findings logged; lessons fed back into guardrails.

CONCLUSION

This policy is not just a safeguard — it's a commitment. By following these guardrails, every Kinnector helps protect client trust, uphold creative integrity, and strengthen our position as leaders in AI-native creativity.

Together, we ensure AI sharpens our work, accelerates our craft, and always reflects the values that define The Kinnect Way.