

Cloutflow Data & AI Responsibility Policy

Cloutflow uses technology, creator intelligence, analytics, and AI-led systems to improve campaign strategy, discovery, pricing, content quality, reporting, and decision-making. We are committed to using data and AI responsibly.

Responsible Data & AI Use

This means:

- Respecting privacy and applicable data protection laws
- Using data only for legitimate business purposes
- Avoiding misuse of creator, client, employee, or audience data
- Maintaining the confidentiality of campaign, client, creator, and platform information
- Preventing unauthorised access, sharing, or extraction of data
- Avoiding discriminatory or unfair automated decision-making
- Keeping human judgment involved in sensitive creator, campaign, and brand safety decisions
- Being transparent internally about how AI tools are used in workflows

AI should improve decision-making. It should not replace accountability.

Data Protection & Confidentiality

Cloutflow handles confidential information belonging to clients, creators, employees, vendors, platforms, and the company.

This information must be protected and used only for authorised business purposes.

Confidential information may include:

- Client briefs
- Campaign budgets
- Creator rates
- Creator personal data

- Audience insights
- Brand plans
- Product launches
- Contracts
- Internal dashboards
- Platform data
- Employee information
- Payment information
- Unreleased campaign reports
- Business strategy
- AI models, workflows, and proprietary tools

Employees must not share confidential information externally or with unauthorised internal teams.

Personal data must be handled in accordance with applicable privacy laws and company security practices.

Responsible Use of AI & Technology

Cloutflow uses AI and technology to support better strategy, faster execution, stronger creator discovery, quality checks, pricing intelligence, reporting, and campaign optimisation.

Employees must use AI responsibly. This means:

- Do not upload confidential client, creator, employee, or company data into unauthorised tools
- Do not present AI-generated work as final without human review
- Do not use AI to create misleading claims, fake testimonials, fake creator identities, or manipulated reports
- Do not use AI to discriminate or unfairly exclude creators
- Do not bypass legal, compliance, or quality checks
- Keep human accountability in all important campaign and business decisions

AI is a co-pilot, not a moral escape hatch.