

GO2 Partners' Responsible AI Usage Public Policy.

Artificial Intelligence (AI) is an increasingly important technology in the business landscape, offering unprecedented possibilities for efficiencies, innovation and customer engagement. The pace of change surrounding this technology is unparalleled. Therefore, this AI usage policy is designed to inform the public on how GO2 Partners guides our employee-owners in the responsible, transparent and ethical use of AI in their work. We recognize that advancements in technology are often accompanied by new risks. The aim of this policy is not to hinder creativity or innovation, but rather to ensure that our use of AI aligns with our overall strategy, security and privacy requirements, as well as GO2's corporate values. It also ensures that every use of AI respects our customers' rights.

A. Guidelines for Responsible AI Usage:

Transparency

At GO2 Partners, we use AI to assist in various tasks, including some related to customer work, such as content development, design ideation, or operational efficiency. To ensure transparency, accountability, quality, and privacy, GO2 adheres to internal AI usage standards. These standards are implemented to help us safeguard GO2 and its clients against biases and inaccuracies, maintain data security, and uphold our commitment to ethical business practices. One of these standards is that AI may assist in customer work, but not fully automate it. This way, GO2 ensures every piece of customer work we develop is shaped and reviewed by people who understand the audience and AI's limitations. We are always transparent about our use of AI with our customers.

Accountability

Ultimately, GO2, not the AI tool provider, is the responsible party. We recognize that humans are always the final decision-makers behind AI's actions. AI serves as a helper, not a substitute for sound judgment. Our company mandates that any AI-generated content must undergo human review and refinement before publication or distribution to ensure quality and accuracy. It is our individual and collective duty to accept responsibility for the output and take corrective actions when needed.

B. Tool Selection

GO2 is continuously assessing AI tools to be used to improve our level of service and operational efficiency — only those tools that have met rigorous security and accuracy standards are approved for use by GO2's employee-owners. An approved list of tools and tool specific guidelines for use, including limitations, is available to employee-owners at all times. Tools not on this list are prohibited from being used for company or customer work or on company devices.

C. Use Cases That Should Not Leverage AI

While AI offers numerous beneficial applications in our operations, there are certain tasks for which our company has chosen to limit AI's involvement. GO2 refrains from using AI for the following purposes:

1. HR decisions and performance evaluations
2. Legal contracts
3. Specific software coding projects
4. Financial accountability
5. Tasks requiring deep expertise
6. Work involving confidential information
7. Where customer contracts or written instructions prohibit it

Customer Agreements, MSAs, SOWs, or other Terms and Conditions:

Customers may have specific directives about using AI tools on their projects. Before each AI-related project is started, a review of the latest T&Cs is conducted, and all team members are made aware of any client restrictions.

D. Privacy and Confidential Information

We must protect the privacy, confidential information and proprietary intellectual property of GO2 and our Customers and Suppliers. Inserting such information into AI tools can compromise the data and potentially endanger GO2 legally. Using tools on the approved list helps safeguard GO2 and our customers, and ensures that inputs (what you enter into the tool) and outputs (what you get out of the tool) are not misused. Because **inputs are not treated as confidential by the AI software provider**, GO2's policy is to NOT submit customer or GO2 confidential information and proprietary IP into ANY AI tools (even approved ones) or Large Language Models unless approved in writing by the GO2 CTO. (LLMs are a type of Generative AI, where the LLM generates a text response based on your input, ChatGPT is an example).

E. Security

AI systems can be targets for cyberattacks. Prior to using any AI tool, employee-owners are required to review the approved list of AI tools and discuss with the CTO any additional tools they wish to subscribe to or use on company devices, which are the subject to rigorous security and accuracy standards.

F. Bias

AI systems are based on the data that they are trained on and can unintentionally perpetuate biases found in their training data. AI tools may have filters or other safeguards in place to reduce the risk of bias or harmful outputs. While this helps, it is our responsibility to ensure that the content we produce is reviewed by GO2 for potential bias and is developed to be inclusive and accessible.

G. Ethical Considerations

AI should not be used to mislead or manipulate any potential audience. All content created using AI should be ethical and in line with GO2's corporate values. It is our policy to have AI content reviewed by a GO2 subject matter expert (SME) to check for bias, inaccuracies, and other risks. In most cases, the SME will be the employee-owner using the AI. This individual is responsible for reviewing the output. Ask yourself, is the output accurate? Does the output reflect GO2's corporate values? Is the output biased?

If you have any doubt about the output, please contact and discuss it with your manager.

H. Copyright

The current stance of the U.S. Copyright Office (USCO) is that work generated by AI cannot be copyrighted. The USCO has explained that when analyzing AI-generated material, it must determine when a human user can be considered the "creator" of AI-generated output. If the entirety of a work's "traditional elements of authorship" were produced by a machine, the work lacks human authorship, and the USCO will not register it. If, however, a work containing some AI-generated material also contains sufficient human authorship to support a claim of copyright, then the USCO will register a copyright for only the human's contributions. When using AI on customer projects, GO2 strives to educate and protect our customers on issues of copyright, and be transparent about our use of AI in the creative process. We favor AI's use for inspiration and ideation over straight creation.

J. Training Employees on AI Usage

All employee-owners involved in creating content with AI must receive and successfully complete GO2's approved AI training. This covers both the technical aspects of using AI and the other considerations outlined in this policy.

K. Impersonation

It is our company policy that employee-owners should not use AI to impersonate any person without the other person's express permission. AI can allow you to create output "in the style of" public figures or other individuals. As a policy, GO2 does not allow the use of impersonation of any public or private figure. Designated employee-owners may, with permission and review, use AI to mimic the writing style of a current GO2 employee-owner for the purposes of ghostwriting or editing content from that individual.

M. Best Practices for Implementation and Tool Usage.

GO2's AI Usage Policy includes the following best practices:

1. Understand and document the AI system you're using, including how it works and its potential limitations. Review the privacy and legal terms and make notifications on the limits. When in doubt, ask for help.
2. Ensure that every new hire and existing employee-owner you manage has read this policy and passed the AI training.
3. For specific tools, read the tool's documentation regarding their functionality, limitations, and our company's standards for using the technology.
4. Continually update your knowledge as AI technology evolves and complete continuous GO2 training as it becomes available.