

Statement on Artificial Intelligence.

As communicators, it's time we accepted that generative Artificial Intelligence (AI) is here to stay.

We've all heard from the tech-giant evangelists, read the various fearmongering op-eds, and it's time to make up our own minds about if and how we utilise this new technology.

For communicators, understanding the use of AI is more emotive than thinking about whether to use print or digital channels. This conversation is more sensitive than the debate between virtual working or working in the office. Generative AI is something that every organisation is going to have to address on levels of policy, ethics, data security, regulation and so much more.

We don't believe AI should replace people's jobs. Instead, like the printing press, the computer, the internet, and the smartphone before it – AI should give communicators a new opportunity to do things differently – for the benefit of our businesses and colleagues.

On that basis, we want to be clear about where we stand. At 44 Communications, we will never use generative AI tools to create content for your business unless it's in agreement with your priorities, and we won't process any of your data through any of those platforms without your explicit consent.

We'll work with you to understand how AI can benefit your content and projects, and make the communications you deliver even more effective for your business.

We are 44 Communications: Engaging people. It's what we do. It's who we are. And there's nothing artificial about that.