



OUR AI POLICY

How we work with AI tools: our principles and ground rules

AI is reshaping communications work – raising both efficiency and quality, when the right human-machine balance is in place. In every phase of our communications work, the greatest added value comes from the combination of people and machines. And in every phase, people are at the helm, initiating, controlling, and taking responsibility for the results. That is the core of AI-enhanced Communications.

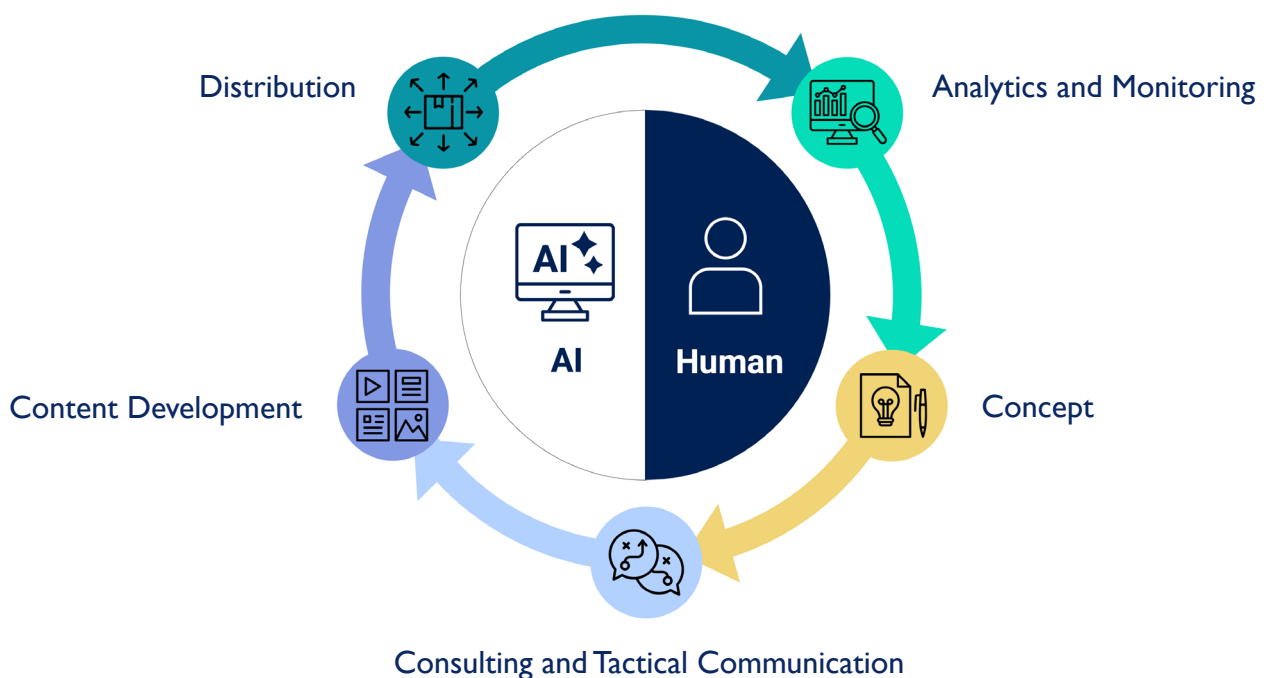
As an agency, we use AI tools where they make our work better, faster, and more productive. A few ground rules apply without exception:

Our Principles

1. We are transparent about how we use AI and what it produces. We respect the rights of original authors and creators.
2. We only use AI under human supervision – always as a pairing, never on its own.
3. Humans make the final call. Responsibility for any result stays with us.
4. We share a common set of values and only use AI tools that comply with applicable law.
5. We treat agency and client data with great care. We will not feed sensitive data into any AI tool that is not EU-hosted and under our control.

AI-enhanced Communications: What AI Does for Us

Across five core areas of our work, AI takes on specific, defined tasks, always under human oversight and direction. Here is what the AI contribution looks like in each area.





● Analytics and Monitoring

- Accelerates research and analysis
- Tracks performance and discourse dynamics
- Speeds up reporting and sentiment analysis

● Concept

- Iterates and sharpens ideas
- Structures and refines planning phases
- Accelerates visual and format development

● Consulting and Tactical Communication

- Supports planning and briefs
- Identifies tactical alternatives quickly
- Assists with rapid adjustments during campaigns

● Content Development

- Accelerates iteration on drafts and formats
- Streamlines creation of content structures and templates
- Supports quality assurance checks
- Checks messaging and tone of voice consistency

● Distribution

- Identifies and evaluates placement options
- Supports planning and timing
- Enables rapid adjustments to campaigns

In Practice

- We stay in the driver's seat. AI can handle parts of a task. But the starting point and the final version belong to us. No text, concept, or idea runs through the machine from start to finish.
- We stand behind a quality promise. That standard never drops – and when tools are involved, the quality of the output is on us.
- We review all AI-generated outputs carefully. Especially any new facts or arguments.
- When AI supplies new information, we always ask for sources and check them.

Our Core Architecture

Layer 1 – Human

Control – Briefing – Quality Assurance – Approvals – Accountability for Results

Layer 2 – AI Layer

Central AI Infrastructure Langdock:
Access to models from OpenAI, Anthropic, Google, Mistral and Black Forest Labs

Layer 3 – Data, Systems & Tools

Langdock Platform – Meltwater – MS Teams – SharePoint – Slack –
Google Drive – Knowledge Bases – Client Data – FF Data

Human and machine work in combination at every stage to deliver the greatest value.





Our Platform

Fink & Fuchs is using Langdock. Langdock is headquartered in Berlin, using European Microsoft Azure infrastructure.

Langdock is



ISO 27001 certified,



SOC2 Type II audited,



GDPR compliant

and guarantees that all data remains private.

Apart from that, Fink & Fuchs is using a range of different tools for specific use cases, as well as testing upcoming specialist solutions to evaluate potential.

