



LIFE SCIENCE AI™

# AI Safety & Transparency Checklist

*For Social & Marketing Teams*

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## 1. AI Usage Disclosure

- ■ Clearly disclose when content is AI-generated or AI-assisted.
- ■ Label AI-generated visuals where required.
- ■ Avoid misleading audiences about authorship.

## 2. Human Oversight

- ■ Ensure human review before publishing.
- ■ Manually verify factual claims.
- ■ Align tone with brand values.

## 3. Data Privacy & Protection

- ■ Do not upload confidential client or patient data to public AI tools.
- ■ Comply with relevant privacy regulations.
- ■ Anonymise sensitive information before processing.

## 4. Bias & Ethical Review

- ■ Review for cultural bias or stereotypes.
- ■ Ensure inclusive imagery and messaging.
- ■ Confirm fairness across audience groups.

## 5. Accuracy & Misinformation

- ■ Verify statistics from trusted sources.
- ■ Have professionals review clinical or financial claims.
- ■ Fact-check AI outputs.

## 6. Intellectual Property

- ■ Confirm AI-generated visuals are copyright-safe.
- ■ Avoid trademark misuse.
- ■ Respect third-party rights.

## 7. Brand & Reputation

- ■ Ensure alignment with mission and ethics.
- ■ Confirm leadership would stand behind the content.
- ■ Avoid over-promising AI capabilities.

## 8. Security Controls

- ■ Train teams in prompt hygiene.
- ■ Secure access to AI platforms.
- ■ Protect API keys and credentials.

## 9. Regulatory Compliance

- ■ Identify relevant industry standards.
- ■ Ensure marketing claims meet regulatory requirements.
- ■ Escalate high-risk content for executive review.

## 10. Transparency with Audience

- ■ Communicate how AI enhances services.
- ■ Clarify AI supports—not replaces—human expertise.
- ■ Maintain ethical disclosure standards.