

# Three Simple Rules

A complete framework for Shadow AI governance



## 1. DATA TRAFFIC LIGHT

- RED:  
Never in AI
- AMBER:  
Enterprise tools only
- GREEN:  
Any approved tool



## 2. HUMAN WRAPPER

- Creator →  
Creative Lead →  
Account Director
- Documented  
human review  
before client  
delivery



## 3. PROMPT DIVIDEND

- Document  
effective prompts
- Track time saved
- Share across  
team
- Protect margins