Brand-Safe AI Readiness Checklist (SMBs)

Brand-Safe AI Use for Business

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SMART BRAND SYSTEM™

1. Visibility and Awareness

☐ We know which teams are using AI today

☐ We know which tools are being used

☐ We know which workflows rely on AI outputs

> If you cannot see it, you cannot manage it.

1. Data and Access Boundaries

- ☐ Employees know what data is never shared with AI tools
- ☐ Login credentials are never shared
- ☐ Access to sensitive files follows a need-to-know rule

> Most incidents start with access, not hacking.

1. Human-in-the-Loop Rules

- ☐ AI outputs are reviewed before external use
- ☐ AI does not send messages, publish content, or decide pricing alone
- ☐ Final accountability always stays with a human

AI assists. Humans decide.

1. Customer-Facing AI Check

- ☐ Identify all customer-facing AI touchpoints
- ☐ Establish human fallback procedures for AI interactions
- ☐ Regularly review AI for brand voice and accuracy

> AI represents your business whether you intend it to or not.

1. Vendor and Tool Oversight

- ☐ We understand what data vendors can access
- ☐ We review AI features before enabling them
- ☐ We can explain how AI is used if asked by a customer

You remain responsible even when a vendor supplies the AI.

1. Basic Governance Signals

1. ☐ One owner is accountable for AI use
2. ☐ AI rules are written in plain language
3. ☐ AI practices are reviewed at least once a year

> Governance does not need to be complex to be effective.

Bottom Line

AI does not create risk by itself. Unclear ownership does.

Strong AI use is visible, intentional, and reviewed.