



Blaze AI Policy Blaze Partners Holding Co. 2026

Overview:

Blaze recognizes the value that AI offers to our agency and to our clients in terms of efficiency, data processing and increasing speed to insights. At the same time, we recognize that there are a myriad of concerns surrounding AI including misinformation, biases inherent in LLMs and environmental impacts around data processing. AI technology is changing rapidly. The following policy outlines our current beliefs around the responsible use of AI. We will continue to educate ourselves and update this policy accordingly.

Our core principles:

AI is a powerful tool for efficiency: We seek to use AI to remove administrative tasks from our workflow, increase productivity, and to increase speed to insights for our clients and for our agency.

Creative content should be created by humans: While AI may serve as a valuable brainstorming tool, it does not replace the value of human thought, insight and empathy. At Blaze, we believe in the power of creativity and the value of original content created by deeply human insights.

AI should be used strategically and judiciously: We will be strategic about when and if AI is the right tool for a specific task. The environmental and societal impacts of AI are significant. We will prioritize AI tools and tech partners with stronger environmental policies and ethical practices. We will actively consider mitigation efforts to reduce unintended impacts on climate and society.

We will be transparent about AI use: When we have used AI to help gather insights or process data, we will be transparent about how it was used. This applies to internal stakeholders and clients alike. We understand that stakeholders may have different feelings about AI and we respect those preferences.

AI Data and Privacy: We understand the risks of misinformation within AI use and will carefully consider and rigorously fact check the sources behind AI search results. We understand the data privacy concerns around AI and proactively protect the integrity of all client/customer data at all times. Humans must be the driver of AI use and human in the loop is a foundational principal for Blaze's AI use.

AI-Powered Technologies used at Blaze

Zoom [Privacy Statement](#)

Claude [Privacy Statement](#)

Duck.ai [Privacy Statement](#)

Fathom [Privacy Policy](#)

Slack [privacy statement](#)

Google [Privacy Statement](#)

Asana [Privacy Statement](#)

Stack Adapt [Privacy Statement](#)

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Meta [Privacy Statement](#)

Policy approved by Managing Directors 8/13/2026