

Trust in the age of AI

Scope Communications Responsible AI & Ethical Communications Framework

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FOREWORD

Great communication has always been built on trust.

As artificial intelligence becomes embedded in the way information is created, discovered and shared, the responsibility on communications professionals to protect trust has never been more significant.

At Scope Communications we embrace innovation while recognising that technology must always operate within a framework of transparency, accountability and ethical responsibility.

AI can support creativity and efficiency, but it cannot replace human judgement, empathy, integrity or accountability.

Celia Crosbie APR
Managing Director
Scope Communications

ABOUT THIS FRAMEWORK

This framework explains how Scope Communications uses AI responsibly. It is designed to provide assurance to clients, stakeholders and communities that any use of AI is governed by professional ethics, privacy obligations, robust quality controls and human oversight.

WHY THIS IS IMPORTANT

The rapid adoption of AI is changing how organisations communicate. Alongside significant opportunities come legitimate concerns around misinformation, transparency, privacy, bias and the authenticity of information. Scope believes responsible AI is not simply a technology issue; it is a trust issue.

OUR POSITION: HUMAN SKILLS MATTER MORE THAN EVER

As AI becomes more capable of generating content and processing information, the value of uniquely human skills continues to grow. Human connection, empathy, listening, storytelling and facilitation remain essential for building trust, understanding stakeholder perspectives and creating meaningful engagement. While AI can support efficiency and analysis, it cannot replace the judgement, relationship-building and authentic communication that underpin our profession.

At Scope Communications, we believe the future of communications is human expertise enhanced by technology, not replaced by it. In a world where content can increasingly be generated by machines, genuine human connection becomes even more valuable.

OUR ETHICAL FOUNDATIONS

This framework aligns with the values of the PRINZ Code of Ethics including honesty, advocacy, expertise, independence, loyalty and fairness. Every communication activity undertaken by Scope remains subject to these obligations whether AI is involved or not.

OUR FIVE PILLARS

1**Human accountability**

Our people remain responsible for all communications decisions, advice and outputs

2**Transparency**

We are open about the use of AI where relevant and appropriate

3**Privacy and confidentiality**

We protect confidential, commercially sensitive and personal information

4**Accuracy and verification**

AI-generated content is reviewed, checked and verified before use. This includes receiving AI-generated content from clients

5**Ethical communications and reputation protection**

We do not use AI to mislead, deceive or manipulate audiences

HOW SCOPE USES AI

Permitted uses may include research support, content ideation, transcription, summarisation, editing assistance, survey analysis, trend identification, workflow efficiency and administrative support.

Human review is mandatory for client-facing outputs. As professional writers and strategic advisers, our creative work and communications counsel are grounded in experience, judgement and human insight.

Clients can expect original work that is professionally led, carefully considered and created by people.

ACCEPTABLE AND PROHIBITED USES

Acceptable uses: research support, brainstorming, content structuring, meeting summaries, data categorisation and language refinement.

Prohibited uses: fabricated quotes, fake testimonials, misinformation, impersonation, deceptive synthetic content, publishing without review and replacing professional advice with automated outputs.

AI DISCLOSURE STANDARDS

Scope will discuss material AI use with clients where it contributes significantly to deliverables. AI-generated imagery, substantive content creation or synthetic media may require disclosure. Routine support tasks such as transcription or grammar assistance may not.

INTELLECTUAL PROPERTY AND COPYRIGHT

Scope respects intellectual property rights and takes reasonable steps to verify originality, ownership and licensing considerations.

We seek to minimise copyright risk and advise clients where ownership or licensing implications may exist.

PRIVACY AND DATA PROTECTION COMMITMENT

Scope Communications combines professional confidentiality obligations with enterprise-grade cyber security, privacy and compliance controls to safeguard client information.

Where AI tools are used within our Microsoft 365 environment, data is protected through encryption, access controls and enterprise data protection measures. Microsoft states that prompts, responses and organisational data processed within Microsoft 365 Copilot are not used to train foundation AI models.

Scope takes a risk-based approach to AI use and does not knowingly enter confidential, commercially sensitive or personal information into public AI systems without appropriate safeguards, approvals or contractual protections.

AI RISK MANAGEMENT
FRAMEWORK

Great communications does not take a ‘one size fits all’ approach. An AI risk management framework is a structured way of determining the appropriate safeguards required for our client support.

- 1. Whether AI should be used for a task
- 2. What level of oversight is required
- 3. What risks could arise
- 4. Who is accountable for decisions

RISK LEVEL	EXAMPLES	OVERSIGHT
Low	Summaries, notes, brainstorming, planning, administrative support	Human review
Medium	Content drafts, stakeholder mapping, survey analysis, reporting	Senior review
High	Crisis comms, issues management, regulatory matters, litigation-related communications and reputation management advice.	Director approval
Prohibited	Fake quotes, misinformation, deepfakes	Not permitted

HUMAN REVIEW AND
QUALITY ASSURANCE

All AI-assisted outputs are reviewed for factual accuracy, context, tone, reputational impact, bias, completeness and alignment with client objectives before release.

BIAS, FAIRNESS AND
INCLUSION

AI systems may reflect bias present in training data. Scope actively reviews outputs to identify potential bias and supports communications that are fair, respectful and inclusive.

RESPONSIBLE USE
CHECKLIST

- ☐ Is AI appropriate for this task?
- ☐ Have privacy and confidentiality risks been assessed?
- ☐ Could the output affect reputation or public trust?
- ☐ Have facts and sources been independently verified?
- ☐ Has a communications professional reviewed the output?
- ☐ Would we be comfortable disclosing our use of AI to the client?
- ☐ Does the output align with the PRINZ Code of Ethics?

CLIENT ASSURANCE

Clients may ask questions about AI use, request limitations on AI-supported workflows or require additional transparency regarding project delivery. Scope welcomes these conversations.

GOVERNANCE AND CONTINUOUS IMPROVEMENT

This framework will be reviewed annually to reflect changes in technology, law, client expectations, professional standards and responsible AI guidance.

REFERENCES AND INFLUENCES

This framework has been informed by the PRINZ Code of Ethics, New Zealand Government AI guidance, public-sector responsible AI frameworks and Scope Communications' commitment to trust, information integrity and ethical communications practice.

OUR COMMITMENT

Technology can improve efficiency. It cannot replace trust. AI supports our work, but accountability remains firmly human. Our commitment is to use technology responsibly, communicate transparently and act in the best interests of our clients, stakeholders and communities.

More than a PR agency, we're **connections specialists** bringing media, communications, online search and social media reach together to help tell your story — everywhere.

Scope Communications is an award-winning communications and digital consultancy with media and storytelling expertise to help you **shine a little brighter** than the rest.

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Celia Crosbie APR
Managing Director

WINNER

Best Use of Media Relations:
Bronze

2026 PRINZ AWARDS

WINNER

Best Small to Medium PR
Consultancy of the Year

2025 PRINZ AWARDS

WINNER

Best Small to Medium PR
Consultancy of the Year: Silver

2024 PRINZ AWARDS

WINNER

Best Small to Medium PR
Consultancy of the Year

2022 PRINZ AWARDS

WINNER

Silver Award

2021 NZ PRESSIES AWARDS