
Miller Zell Statement Regarding Artificial Intelligence in Client Work

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Responsible AI at Miller Zell

Innovation with Accountability

At Miller Zell, we use Artificial Intelligence to enhance how we work – not replace the expertise, creativity and judgment our clients trust us to provide.

AI helps our teams move faster, explore more possibilities and improve efficiency. But strategy, creative direction and final deliverables remain human-led and accountable.

Our approach is intentional, secure and aligned with our commitment to quality, confidentiality and responsible innovation.

This statement describes how Miller Zell uses AI in the development of client strategy, creative work and other client-facing intellectual property. AI may also be used in other areas of the business, including software development, internal systems and operational processes, which are governed by separate practices and controls.

Our AI Principles

Human-Led Creativity

AI supports our teams, but it does not replace original thinking or creative judgment. Our designers, strategists and project teams remain responsible for:

- CREATIVE DIRECTION
- BRAND STEWARDSHIP
- STRATEGIC RECOMMENDATIONS
- FINAL APPROVALS
- QUALITY CONTROL

AI may accelerate exploration and execution, but people remain accountable for the outcome.

Secure & Responsible Use

Miller Zell uses approved AI tools within controlled environments governed by established security and oversight protocols. We maintain safeguards designed to:

- PROTECT CONFIDENTIAL AND PROPRIETARY INFORMATION
- LIMIT ACCESS TO AUTHORIZED USERS
- MONITOR AI USAGE AND COMPLIANCE
- REDUCE SECURITY AND PRIVACY RISKS
- ALIGN WITH CLIENT AGREEMENTS AND NDAS

We do not upload confidential client information, protected assets or proprietary materials into unrestricted public AI platforms.

Ethical Standards & Compliance

We are committed to using AI responsibly and in compliance with applicable laws, regulations and intellectual property standards. Our teams are expected to:

- CONSIDER POTENTIAL BIAS IN AI-GENERATED OUTPUTS
- RESPECT COPYRIGHT AND ATTRIBUTION REQUIREMENTS
- AVOID PLAGIARISM OR MISLEADING CONTENT
- USE AI IN WAYS THAT SUPPORT CLIENT INTERESTS AND BRAND INTEGRITY

AI usage is reviewed regularly to ensure alignment with evolving technologies, regulations and business requirements.

How We Use AI

We use AI selectively in areas where it can improve speed, consistency and operational efficiency while keeping human expertise at the center of the work.

Creative & Design Support

AI may assist with:

- IMAGE RETOUCHING AND EDITING
- BACKGROUND REFINEMENT
- BRAND TEMPLATES AND STYLE CONSISTENCY
- COLOR PALETTE AND TYPOGRAPHY EXPLORATION
- ICON AND GRAPHICS GENERATION
- MOTION GRAPHICS SUPPORT
- VIDEO CONCEPTING AND VISUALIZATION

Research & Concept Development

AI helps accelerate:

- BRAINSTORMING AND CONCEPT EXPLORATION
- VISUAL AND COMPETITIVE RESEARCH
- EARLY-STAGE DESIGN IMMERSION
- INFORMATION GATHERING DURING CONCEPT DEVELOPMENT

Content & Operational Support

AI may also support:

- COPY EDITING AND DRAFT REFINEMENT
- WORKFLOW AUTOMATION
- KNOWLEDGE MANAGEMENT
- ESTIMATING AND OPERATIONAL EFFICIENCIES
- REPETITIVE TECHNICAL TASKS

These tools help our teams spend more time on strategy, creative problem-solving and client service.

What We Do Not Use AI For

Replacing Human Creativity

AI does not develop ideas independently or replace creative thinking.

It may help us explore more directions more quickly, but original concepts, storytelling and brand intuition remain the responsibility of our teams.

Final Client Brand Assets

Unless specifically requested or approved by a client, we do not use fully AI-generated imagery as final branded creative assets.

AI may assist during concept exploration or internal visualization, but final client work is intentionally crafted and reviewed by our teams.

Uploading Confidential Information into Public AI Systems

Miller Zell prohibits uploading confidential client briefs, NDA-protected materials, proprietary assets or sensitive business information into unrestricted AI platforms.

Governance & Continuous Improvement

Miller Zell provides ongoing training and oversight to support the responsible use of AI across the organization.

Our governance approach includes:

- APPROVED AI USAGE STANDARDS
- ASSOCIATE TRAINING AND EDUCATION
- MONITORING AND AUDITING
- SECURITY INCIDENT REPORTING PROCEDURES
- PERIODIC POLICY REVIEW AND UPDATES

As AI technologies and legal frameworks evolve, we will continue refining our practices to support innovation while ensuring compliance with changing laws and protecting client trust.