BraveHeart DIGITAL
MARKETING

Your Lightweight AI Playbook for Responsible & Effective AI Use

This checklist helps you quickly assess and establish a practical AI governance framework tailored for your small business. Tick off what you have, note what you need, and start building control!

Pillar 1: Ownership & Accountability

- **AI Strategy Owner:**
    - [ ] Is there a clearly designated individual or small team responsible for overseeing AI strategy and governance?
    - *Who:* ________________________
- **Prompt Guidelines:**
    - [ ] Have basic guidelines been established for how employees should interact with AI tools (e.g., inputting sensitive data)?
    - [ ] Is there a process for approving core prompts for critical, public-facing, or sensitive AI-driven tasks?
- **Model Update Review:**
    - [ ] Is there a process for reviewing and approving updates to AI models or new versions of AI software?
- **Escalation Path:**
    - [ ] Is there a clear process for employees to report concerning, biased, or unsafe AI outputs?
    - [ ] Are the steps for investigation and correction documented?

Pillar 2: Data Security & Privacy

- **Input Data Restrictions:**
    - [ ] Are clear rules in place about what types of sensitive/confidential data can (or cannot) be fed into AI models?
    - [ ] Have you reviewed the data privacy policies of all third-party AI tools used?
- **Output Data Handling:**
    - [ ] Are guidelines established for how AI-generated content is stored, accessed, and retained?
- **Third-Party Vetting (Mini-Checklist):**
    - [ ] Does the AI vendor commit to data privacy (e.g., no training on your data without consent)?
    - [ ] Where is your data processed and stored (geographically)?
    - [ ] What security certifications or practices does the vendor have (e.g., SOC 2, ISO 27001)?

- **Access Controls:**
    - [ ] Are user roles and permissions defined for who can access/manage specific AI tools and their data?

Pillar 3: Risk Testing & Ethical Use

- **Bias Checks:**
    - [ ] Do you have simple, repeatable methods (even manual spot-checks) for identifying potential bias in AI outputs, especially for critical functions like hiring or marketing?
- **Human-in-the-Loop:**
    - [ ] Are there clear points where human review/approval is mandatory before AI outputs are used (e.g., customer communications, key decisions)?
- **Performance Monitoring:**
    - [ ] Do you track basic metrics to ensure AI tools are performing accurately and efficiently for their intended purpose?
- **Auditing & Logging:**
    - [ ] Do your AI systems log sufficient information for troubleshooting or reviewing past activities (where applicable)?

Pillar 4: Update Cadence & Cost Control

- **Playbook Review Schedule:**
    - [ ] Is a regular review of this AI governance playbook scheduled (e.g., quarterly)?
    - *Next Review Date:* ____________________
- **Feedback Mechanism:**
    - [ ] Is there an easy way for employees to provide feedback on the AI governance framework?
- **Staying Informed:**
    - [ ] Is someone designated to monitor new AI regulations or best practices relevant to your business?
- **Cost Tracking:**
    - [ ] Do you have a system to monitor AI tool usage and associated costs in near real-time?
    - [ ] Is this data regularly reviewed by finance or relevant stakeholders?

Next Steps:

- **Share:** Distribute this checklist and your developing playbook with relevant team members.
- **Document:** Formalize your decisions and processes into a lightweight, accessible document (your 5-page playbook!).
- **Review:** Commit to regular reviews to keep your governance framework current.