



A RESPONSIBLE APPROACH TO AI

BELAY'S BEST PRACTICES

Trust, Transparency, and Accountability





At BELAY, trust isn't assumed. It's earned through clear communication and accountability for the work we deliver.

As AI becomes more common in the workplace, we've implemented best practices for its use which apply to all BELAY Professionals including our Assistants and Financial Experts. AI can be a helpful tool, but it will never replace human judgment, experience, or responsibility.

This resource outlines our approach to using AI with care and integrity by providing insight into what clients and partners can expect when working with BELAY.

TRANSPARENCY IN OUR WORK

When AI tools are used to support client work, BELAY Professionals are open about their use and thoughtful about AI's capabilities and limitations.

We believe in disclosing how AI contributed to deliverables when used. Clients should never be surprised by how their work was produced or how decisions were informed.

RESPECT FOR DATA AND PRIVACY

Because protecting client information is foundational to how we operate, our practices are designed to align with widely recognized data protection standards, and BELAY Professionals are expected to be mindful of applicable data protection regulations and client-specific policies.

BELAY Professionals do not use AI tools to process confidential, sensitive, or proprietary client data without explicit permission.

ETHICAL USE

AI tools are treated as assistive resources that supplement, rather than replace, integrity and professional standards, and all BELAY Professionals are expected to thoughtfully modify and disclose their use. The expectation is that AI tools are not used to manipulate, deceive, or mislead.



FAIRNESS AND BIAS AWARENESS

BELAY Professionals understand that AI tools may reflect biases from training data and work to mitigate the possibility that AI-supported insights will reinforce bias.

Our Professionals review outputs with fairness in mind and evaluate AI tools periodically to identify and reduce potential bias.



HUMAN OVERSIGHT AND ACCOUNTABILITY

BELAY Professionals are expected to review and refine every AI-supported deliverables for accuracy and relevance, applying their judgment to verify information and ensure AI-supported work aligns with quality standards and client expectations.



BELAY

ELITE SUPPORT FOR LEADERS WHO **REFUSE BUSYWORK**