

# AI Usage Principles for Marketing Teams

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Most teams assume their AI use is controlled and predictable. It is not. AI tools are distributed across your organisation, and with them, access to your data and your clients' data. Your policy may not reflect what is actually happening. These principles are a starting point for closing that gap.

**Share this with everyone in your team who uses AI tools. Review it every six months.**

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## 1. What data is safe to share

Do not enter into any AI tool: client data, customer personal information, commercially sensitive strategies, content covered by NDAs, or financial data. Check the tool's data handling terms before use. Free-tier tools often permit training on user inputs. Assume your inputs are not private unless you have verified otherwise.

*If in doubt, do not paste it in.*

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## 2. When to verify outputs

AI tools fabricate statistics, invent sources and present fiction as fact. Before publishing or acting on any AI-generated content: verify all factual claims against primary sources, check that any statistics or citations are real and accurately quoted, and apply your own professional judgment. The fact that it sounds authoritative does not mean it is correct.

*Ownership of the output means ownership of the errors.*

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## 3. How to disclose AI use

If AI generated or substantially shaped your content, say so. MBIE guidance recommends disclosure. Global norms are moving toward mandatory disclosure. Label AI-generated content clearly in client work and customer-facing communications. Do not represent AI-assisted work as entirely your own without disclosure.

*Transparency now builds the trust that protects you later.*

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## 4. Who owns the decision

AI does not own outcomes. Your team does. Name the person responsible for AI ethics questions. Give people a clear path to flag concerns. High-impact automated decisions — those affecting pricing, access to offers, or customer communications — need human review built in, not added as an afterthought.

*If no one owns it, no one will fix it when it goes wrong.*

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## 5. The question to ask before you use AI

***If this output is wrong, or if this data ends up outside my control, what is the consequence?***

Scale your caution to the answer. A social post is low stakes. An automated pricing decision is not. Use your judgment, not just the tool.

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## A note on Maori data and Te Kahui Raraunga

AI systems trained predominantly on non-NZ data carry specific risks in a bicultural context. Be cautious about using AI tools to generate content involving Maori culture, language, imagery or community data

without proper cultural oversight. Te Kahui Raraunga principles establish that Maori data should be subject to Maori governance. Using AI to engage with indigenous data without consent is a reputational and ethical risk unique to our market.

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This is a starting point, not a complete framework. For the full AI Ethics Guide for NZ Marketers, including legal context, maturity-stage risks, and governance tools, visit:

[marketing.org.nz/resources](https://marketing.org.nz/resources)

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