

Client and Partner Policy for Blanchard Content and Generative AI Platforms

As a valued client or partner of Blanchard, your role in delivering our leadership development content globally is vital to our shared success. We are committed to safeguarding our intellectual property (IP) and ensuring that all uses of our content align with our standards of excellence, particularly regarding emerging technologies like generative AI platforms (e.g., ChatGPT).

Blanchard has adopted enterprise licenses for generative AI tools to protect our content and IP. We understand that our partners may not have the same protections in place, so we want to clarify how Blanchard content can and cannot be used in conjunction with AI platforms. Please review the **Policy for Blanchard Content and Generative AI Platforms** below and ensure that you and your team comply with this Policy. We have also included examples of permissible AI usage to help you better understand acceptable uses of AI. If you have any questions or need clarification please reach out to us directly.

Policy for Blanchard Content and Generative AI Platforms:

- 1. Do Not Input Blanchard Proprietary Content into AI Platforms:** Blanchard's leadership development materials, including all content, exercises, case studies, facilitator kits, and program materials, are considered proprietary IP. This content must not be directly input, uploaded, or copied into any generative AI platform (e.g., ChatGPT, Bard, etc.) without express written permission from Blanchard.
- 2. Prohibited Use for Derivative Content Creation:** Generative AI platforms cannot be used to create derivative works based on Blanchard content. This includes any rewording, summarizing, or transforming of Blanchard materials into new formats or products through AI systems.
- 3. Protection of Confidential Information:** Any client-specific data, case studies, or sensitive information shared by Blanchard or clients must also be protected and not input into any AI tool. Inputting such data could lead to inadvertent disclosure, violating confidentiality agreements, and jeopardizing client relationships.
- 4. Restriction on Using AI to Supplement Blanchard Content:** While generative AI platforms can be useful in various business and internal marketing functions, clients and partners are not permitted to use AI systems to create materials that supplement, augment, or replace any Blanchard-provided content in Blanchard programs or engagements. All materials used in our training programs must come from approved Blanchard sources.
- 5. Non-Inclusion in Model Training:** Generative AI platforms learn from the data they are provided. By inputting Blanchard IP into these systems, you risk having our content become part of a larger model that can be accessed by external parties. To avoid any inclusion of Blanchard content in AI model training, partners must refrain from using such platforms to process Blanchard IP.

- 6. AI-Generated Insights Must Align with Blanchard Standards:** Any use of AI-generated outputs (e.g., sales support, summaries, insights, etc.) within the scope of your business must align with Blanchard's values, tone, and quality standards. If AI is used to assist in internal tasks, such as summarizing public or non-Blanchard-owned content, partners must ensure these uses comply with the highest ethical standards.

Adherence to Policy Required:

Compliance with this Policy is mandatory to protect Blanchard's intellectual property and uphold your partnership status. Failure to comply may result in legal actions, including termination of agreements with Blanchard.

How You Can Leverage AI with Blanchard's Support:

- 1. AI-Assisted Research and Market Insights:** You can use generative AI to conduct research on leadership trends, gather market insights, and analyze publicly available content. This can help inform your sales strategies and business development efforts, as long as Blanchard's proprietary content is not directly involved.
- 2. Efficiency in Administrative Tasks:** AI tools can be used to streamline internal operations, such as automating responses to frequently asked questions, scheduling, and data entry. These platforms can support increased productivity without involving any proprietary Blanchard materials.
- 3. Collaborate with Blanchard on AI Use:** If you want to explore how generative AI can be integrated into your operations while maintaining compliance with Blanchard standards, we encourage you to work with us. Our team is here to guide you through best practices for using AI to support your work, enhance the learning experience, and ensure content security.
- 4. Co-Creation of AI-Enabled Solutions:** As part of our commitment to innovation, Blanchard is open to collaborating with clients and partners to co-create AI-enhanced solutions that align with our content and delivery methods. If you have ideas for integrating AI into specific client engagements or internal processes, we invite you to reach out to explore opportunities for joint development.

We appreciate your partnership and look forward to continuing our collaboration with the highest standards of excellence and integrity.

Britney Cole
Chief Innovation Officer
Blanchard