big top
multimedia

AI Manifesto

OVERVIEW

Artificial intelligence is reshaping how creative organisations think, make, and deliver. At Big Top Multimedia, we welcome this shift with optimism and discipline. We use AI to help our teams move faster, explore more possibilities, and deliver stronger outcomes for clients - but never by outsourcing our judgment, our ethics, or our accountability.

Big Top Multimedia is an award-winning design agency serving clients in Ireland and around the world. Across graphic design, web design and development, online marketing, social media content, podcasting, video, events, and e-learning, our mission is to combine cutting-edge technology, deep industry experience, and professional design craft to deliver best-in-class solutions.

This manifesto is our public commitment and internal north star. It defines how Big Top Multimedia will develop, deploy, and use AI in a way that strengthens creativity, protects trust, and reflects our responsibilities to clients, audiences, colleagues, and society.

1. Human Creativity Comes First

AI will augment - not replace - human creativity. We will use it to accelerate research, ideation, drafting, production support, and experimentation, while keeping strategic thinking, editorial judgment, design direction, and final client accountability in human hands.

2. People Remain Accountable

AI can assist, but it cannot own responsibility. Big Top people remain accountable for the quality, legality, fairness, and consequences of every decision and deliverable. We will not permit fully autonomous client-facing decisions or fully autonomous publishing.

3. Client trust above speed

Efficiency matters, but trust matters more. We will always choose accuracy, care, and honesty over faster output. We will disclose AI involvement to clients and label or watermark synthetic media where relevant to the medium, the audience, and the context.

4. Truth, dignity, and consent are non-negotiable

We will not create or distribute deceptive or undisclosed synthetic media. We will not impersonate people, clone voices without explicit permission, or use AI in ways that distort reality, remove consent, or undermine dignity. We will not deploy AI that undermines dignity, truth, or consent.

5. Privacy, confidentiality, and data protection matter

We will protect personal data, user data, confidential information, and client materials with the highest care. Only public data may be used in public AI tools. We will comply with GDPR and other applicable Irish and EU obligations, and we will never trade privacy for convenience.

6. Originality and intellectual property deserve respect

We will use AI in ways that support original thinking, not shortcut it. We will verify originality before client delivery, avoid tools or datasets with questionable provenance unless approved, and avoid prompts that imitate living artists' recognisable styles without rights or permission. We will protect both client IP and Big Top IP in prompts, workflows, and outputs.

7. Fairness, inclusion, and accessibility are part of quality

We will actively test for bias, harmful stereotypes, exclusion, and accessibility failures. Our goal is not only efficient AI, but better AI - work that respects people across backgrounds, abilities, identities, and cultures.

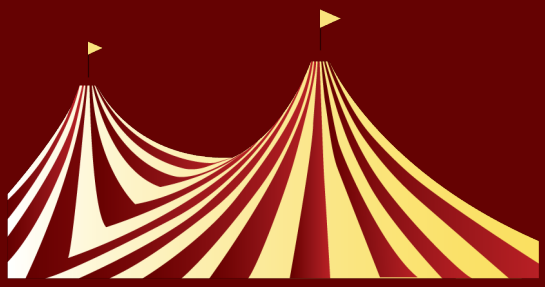
8. Responsible leadership requires continuous learning

Big Top has been incorporating AI into its workflows since 2022. We believe leadership means combining experimentation with discipline. We will train our teams, maintain approved tools, review our practices, report issues, and improve continuously as technology, regulation, and client expectations evolve.

What this means in practice

- Every AI-assisted client deliverable will be reviewed by a human before release.
- Sensitive, synthetic-media-heavy, or otherwise novel uses require manager sign-off.
- Only public data may be entered into public AI tools, and no confidential data may be entered into unmanaged tools.
- Clients will be told when AI has materially contributed to a deliverable.
- Misuse of AI may trigger corrective action under company policy.

At Big Top Multimedia, we believe the future of AI should be human-led, creatively ambitious, ethically grounded, and worthy of trust.
This manifesto is our commitment to build that future with care.



big top
multimedia

For more information contact:

Big Top Multimedia Limited
26 Baggot Street Lower, Dublin, D02 P211
Telephone: 01 621 7475
Email: info@bigtopmultimedia.com
Website: www.bigtopmultimedia.com