

CM&Co Generative AI Approach:

1. CM&Co will use AI as one component of a set of economic, industry or company research tools but will always confirm information with direct research from source material.
2. CM&Co will not publish or distribute articles or client descriptive information with text generated or edited by AI. Our team will always be the authoritative party in determining the content of information disseminated.
3. CM&Co may use AI to generate images or videos to assist in the ideation of print or other marketing materials.
4. As one component of a set of market research and brainstorming techniques and tools, CM&Co may use AI to suggest topics which could be of interest to parties in our industry.
5. AI may be utilized as one component of a set of tools to assist in analyzing economic, industry or company-specific numerical and other non-confidential data.
6. CM&Co will not utilize any AI tool or process with confidential financial information, or in a manner which would enable further AI model training or utilization of such information by large language models as part of generative AI data sets. Confidentiality will remain central for CM&Co regardless of tools, databases or information platforms utilized.