

studio eighty8

AI Audit Starter Kit

A practical checklist for auditing how AI tools are being used inside your organization. Built for creative and brand teams.

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How to use this kit

Work through each section with your team. Be honest. The audit is only as useful as the accuracy of your answers.

01

Inventory

List every AI tool currently in use across your organization. Every department, every team member, every tool.

02

Audit

For each tool, answer the questions in this kit. What data goes in? Who reviews the output? What could go wrong?

03

Act

Use your findings to build a governance policy. Even a one-page document is better than nothing.

AI Tool Inventory

List every AI tool your organization is currently using. Include tools used by any team member, even casually.

| Tool Name | Department | Use Case | Used By | What Data Goes In? |
|--------------|------------|---------------|----------|----------------------------|
| e.g. ChatGPT | Marketing | Copy drafting | All team | Brand briefs, client notes |
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Data and Privacy Audit

For each AI tool, answer these questions honestly. If you do not know the answer, that is itself a risk flag.

- What customer data goes into this tool?**
PII, purchase history, email content, etc.
- What internal data goes into this tool?**
Contracts, briefs, financials, strategy docs
- Does the vendor use your data to train their model?**
Check the terms of service
- Where is the data stored?**
US, EU, or unknown?
- Can you delete your data from the vendor?**
Is there a deletion policy?
- Has this tool had any security incidents?**
Check news and vendor security page

Risk Indicators

HIGH

Customer PII entering any AI tool without consent disclosure

HIGH

Vendor trains on your data by default

MED

No data deletion policy available

MED

Data stored in unknown or unverified region

LOW

Tool uses prompts only, no persistent data storage

Brand and Content Risks

AI-generated content can drift from your brand voice, introduce inaccuracies, or create IP exposure. These questions help you identify where.

- Does AI-generated content get reviewed before it goes live?
- Do you have brand voice guidelines the AI is given?
- Has AI ever published something off-brand or inaccurate?
- Is there a clear process for correcting AI errors?
- Do you know who owns AI-generated work product?
Check your contracts and the vendor ToS
- Are AI-assisted deliverables disclosed to clients?
- Is AI used in any client-facing work without approval?
- Could any AI output expose the brand to legal risk?
Defamation, copyright, bias claims

Notes

Write here...

Team and Governance

Who is responsible for AI decisions in your organization? Who should be? These questions reveal the gaps.

Who owns AI adoption decisions?

Name or role

Is there a written AI use policy?

Even an informal one?

Does your team know what AI tools are approved?

Is there training on responsible AI use?

Who do team members report AI concerns to?

How often is AI usage reviewed?

Quick Answers

Current AI decision owner

Write here...

Biggest AI governance gap

Write here...

First thing to fix after this audit

Write here...

Risk Summary

After completing the checklist, use this page to summarize your findings. One honest paragraph per category.

Data and Privacy Risks

Write here...

Brand and Content Risks

Write here...

Governance Gaps

Write here...

Recommended Next Steps

Write here...

What to do with your results

01 Share findings with leadership

AI governance cannot live with one person. The decision-maker in your organization needs to see what this audit surfaced.

02 Write a one-page AI use policy

Even a rough draft is better than nothing. Cover: what tools are approved, what data can go in, and what needs human review before going live.

03 Set a review cadence

Schedule a quarterly check-in to review AI tool usage. The landscape changes fast. Your policy needs to keep up.

04 Get help if you need it

studio eighty8 builds responsible AI practices for brands and creative teams. If your audit surfaced real gaps, we can help you close them.

studio eighty8

Want help building a governance framework?

This audit is your starting point. The governance framework is what makes it stick. We build responsible AI practices for brands and creative teams of all sizes.

[Start a conversation →](#)

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