LIONS | INTELLIGENCE

AI Ethics Framework

LIONS Intelligence is an AI Assistant for trusted creative marketing insights. Trial access to decades of world-class creative marketing insights, data, and inspiration.

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LIONS Intelligence gathers over 150 years of curated creative marketing inspiration, data and expertise, from Cannes Lions, WARC, Contagious and Effie – so you can:

Search through the most trusted, awarded, and verified sources at lightning speed.

Surface the insights that matter most, depending on your sector, market, or niche.

Secure the competitive advantage with verified intelligence from the world's very best.

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In this document you will find details on the following:

1 Transparency:
Learn about how LIONS Intelligence works.

2 Data collection process:
For information on our data policies.

3 Fairness & bias mitigation:
Working to build a fair AI tool.

4 Confidentiality:
Keeping your data secure.

5 Stakeholder engagement:
A tool built with the industry.

6 Accessibility & inclusivity:
LIONS Intelligence is available to all who choose to use it.

7 Global & cultural considerations:
Representing the international community.

8 Environmental impact:
Innovating with sustainability in mind.

9 Industry access & awareness:
Available for free, pending usage.

If you have any feedback on the AI tool, this Ethics Framework or anything else related to LIONS Intelligence – get in touch at any time: support@lions.co

1. Transparency

LIONS Intelligence is a conversational agent which answers questions or prompts in the form of summaries of the most relevant content – along with the sources used to form the response.

When you enter a prompt, LIONS Intelligence analyses your question and searches the entire content database across Cannes Lions, WARC, Contagious and Effie.

The algorithm then filters through the most relevant content and responds to prompts with related links to the source content so that, depending on your subscription level to the platform, you can go deeper and further with your research.

The tool is designed to be familiar and simple for all users, regardless of their experience with AI agents – and is built around three core tasks. Those tasks are designed to help inspire your thinking with best-in-class examples, help you conduct thorough research, and even validate work you've already done.

We clearly communicate our AI usage and data practices. On request, a member of our team will share details on data gathering processes. All data processing methods are documented and accessible.

We commit to honest, non-manipulative practices. We are deeply respectful of the work – and more importantly, the people that created it. For that reason, we will never distort or manipulate work, and source attribution is clear and verifiable.

You'll know which resources the tool has used to return an answer – whether it's from Cannes Lions, WARC, Contagious, Effie, or all of the above – and then be able to further interrogate the data you find interesting.

To understand more about how you are permitted to use LIONS Intelligence, read our LIONS Intelligence Acceptable Use Policy.

2. Data collection process

LIONS Intelligence accesses data available to subscribers on The Work, WARC, Contagious IQ and Effie.

No language model was trained for the purposes of creating LIONS Intelligence – and any prompts you enter are not used for any training purposes. The inputs and outputs are unique to each customer. This information will not be shared with any external sources, so you can consider it your own private workspace. At times we will monitor prompts for research purposes to help us understand content and demand.

LIONS Intelligence does not collect any additional personal data outside of what is already collected via existing use of all LIONS platforms (see our Privacy Policy) unless a user elects to voluntarily input this data into the tool. Users are however required to respect the privacy of others, and are not permitted to input sensitive personal data or data of children into the AI tool.

Any data collected by LIONS Intelligence is only used for the purposes of responding to the initial request or prompt – or to improve our products and services (for example, to understand search trends in order to enhance the prompt response a user receives).

The data the system accesses represents a collection of uniquely collated, benchmarked, and curated data from over 150 years in creative marketing across the Cannes Lions, WARC, Contagious and Effie organisations.

We believe that faster access to this data – and the enhanced ability to interrogate it – enables creative marketing professionals to access the information they need at speed. In return, driving growth for the industry.

If you have ever entered a piece of work into Cannes Lions, Eurobest, Dubai Lynx, Spikes Asia or the WARC Awards, your work may be featured by this tool. Or, for example, you or your business have been featured or included in an article on WARC or Contagious IQ – you may be featured by this tool. Perhaps, your Effie case study is one of the ~2.5k+ case studies published on WARC. You may be featured by this tool.

3. Fairness & bias mitigation

At LIONS we are committed to running regular bias detection audits. We actively aim to prevent bias and address discriminatory outcomes through rigorous testing and design for accessibility, across a range of globally representative user groups.

In building this tool, we have worked to respect cultural differences, customs, traditions and regional regulations, and regularly assess and update our systems for inclusive practices.

This tool enables us to build more inclusive AI solutions for the industry. We hope that you'll work with us to enhance its fairness – through user feedback and improve representation in AI systems.

We maintain transparency in our algorithmic decision-making processes, and will actively work to ensure that our AI systems do not perpetuate or amplify existing societal biases, structural discrimination or stereotypes. Whilst, of course, promoting equal opportunities and fair outcomes for all users.

If you see a result that you believe is biased or unfair in anyway, please let us know: support@lions.co

4. Confidentiality

Privacy and user security is of utmost importance to us. We employ multiple security layers to protect user data – and the confidentiality of user inputs and outputs. We ensure system reliability through continuous testing and security audits, and we maintain clear fallback procedures.

Our AI-powered tools, including LIONS Intelligence, have been designed in accordance with the principle of data minimisation. We only collect data which is necessary for providing search results and improving our services. This may include search queries, interaction logs, and user feedback.

All data is encrypted at rest in the databases hosted by Amazon Web Services (AWS). AWS GuardDuty (Intrusion Detection) runs and logs to SumoLogic for suspicious login activity events. Access to AWS is limited to developers from the LIONS Division tech teams.

You can rest assured that we've made the necessary steps to ensure that all data follows industry-standard encryption protocols, granular privacy controls, and is in compliance with global privacy regulation.

We're committed to leading the creative marketing industry in data security – and will be as transparent as possible in every decision we make.

As a user, you are required to be accountable for your use of our AI tools and the related output. In using the tool, you must be aware of your responsibilities when using our AI tools, via our LIONS Intelligence Acceptable Use Policy.

5. Stakeholder engagement

As with every product we launch at LIONS, we perform rigorous testing and gather feedback from existing customers before we launch.

We're exceptionally grateful to all those, across the marketing industry, who took the time to help us build this tool.

Regular consultation with user groups, expert advisory panel input, inclusion of diverse perspectives and continuous feedback integration means we feel confident that LIONS Intelligence will help users to find inspiration, research, and validate new ideas, markets, categories and work.

At LIONS we firmly believe in innovation through collaboration. If you have feedback on how we can make the product better and meet your objectives – we'll be inviting any and all to join our user feedback groups, participate in stakeholder meetings, or share their expertise.

Be a part of it: support@lions.co

6. Accessibility & inclusivity

We're fully committed to accessibility and inclusivity – and working to broaden access and inclusivity to ensure that this tool is available to all who choose to use it.

We commit to inclusive design, ensuring that our AI systems are accessible to users of all abilities and backgrounds. We proactively incorporate accessibility principles throughout our development process, aiming to adhere to international standards and best practices, to create solutions that work for all.

LIONS Intelligence will function in 100+ languages.

The content you see that describes the tool on the landing page is, at time of launch, available in English, Brazilian Portuguese, Simplified Chinese and Korean. The AI technology available enables us to deliver live translation of content – currently mostly available in English.

We will perform regular accessibility audits. If you have any language support feedback – or thoughts around accessibility, please get in touch: support@lions.co.

7. Global & cultural considerations

We're conscious that the majority of the data that this tool can access originates from English-speaking countries. Despite this, the tool will function in 100+ languages. It will mostly translate from sources presented in the English language.

We've worked hard to recognise multi-regional compliance, cultural sensitivities, and local regulation adherence through our global user testing. We will endeavour to expand our base of ethnographic research to authentically and accurately represent the global communities we look to to serve.

If you're open to sharing regional insights, reporting cultural concerns, or suggesting local improvements, please get in touch: support@lions.co.

8. Environmental impact

Our business harnesses the power of AI and the benefits it can bring for both our people and our customers. But we are conscious of the potential impact AI could have on the environment – both in terms of energy, and water usage.

Our AI tool runs primarily on Amazon Web Services data centres. They operate almost entirely on renewable energy. Working with Informa, owners of LIONS, and incorporating their work with the DIMPACTS initiative – we know that the main energy consumption comes from user centres rather than data centres. This is why we ensure our LIONS offices use renewable electricity to power our devices.

As an organisation we're committed to ensuring we consider environmental impact. We do this by minimising our waste and carbon emissions, as well as using our platforms to raise awareness about the climate crisis. Part of this work is highlighting actions that both ourselves and our customers can take to minimise negative impacts on the environment.

Our ambition is to ensure that innovation and sustainability go hand in hand. This is a fast evolving area of understanding, and we're clear on our corporate responsibility in this area. We'll keep you updated regularly.

More information on this including our Sustainable Events Standards – and our guides for reducing our emissions can be found on our lions.co Sustainability Page.

9. Industry awareness & access

Our goal is to ensure this tool is available to anyone and everyone in the industry that wishes to trial it.

We have therefore made initial access to LIONS Intelligence available complimentary – with usage limits in place.

Information on usage details can be found here.

Our support team provides guidance on AI functionality. For additional support or more information – reach out: support@lions.co

Want to understand more about about bringing the tool to your local community or region? Talk to us and get a toolkit of information: support@lions.co

Disclaimer: While we strive for accuracy and unbiased results, users should exercise judgment when using LIONS Intelligence. We cannot guarantee the accuracy, completeness, or up-to-date nature of the information provided; results should be verified through appropriate channels. We value your feedback and should you have questions or concerns, please get in touch: **support@lions.co**

This Ethics Framework serves as a living document that should evolve with technology, user needs, and industry standards. Regular updates and stakeholder input will ensure its continued relevance and effectiveness.