

DesignLabs - Fit Fuel Ethics and Bias

Auditing Brief

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1. Ethic and Validation Policy

These policies will be implemented to ensure ethical tool usage and transparency, required legal/copyright infringement protections, ADA compliance measures, AI source validation processes, and AI bias auditing processes during the project lifecycle.

2. Persona Bias Auditing

To capture a sound cross-section of user types, personas, and use cases, the following areas will be used as checks and audits from AI output. Human assessment and empathy will be applied to the following:

- 2.1.1. Age diversification
- 2.1.2. Body types
- 2.1.3. Individual ability types and accessibility considerations
- 2.1.4. Demographic and cultural diversification
- 2.1.5. Comprehensive motivation categorization
- 2.1.6. Avoidance of clichés and generic imagery representations

2.2. Copyright and IP Assessment

- 2.2.1. Establish and evaluate legal and copyright protections with the client and internal legal departments.
- 2.2.2. Utilize compliant tools (Firefly) for copyright-compliant imagery.
- 2.2.3. Identify client-required metadata and validate compliance prior to asset handoff.
- 2.2.4. Establish any potential training requirements in the research project phases.

2.3. Transparency and Client Communications

- 2.3.1. Default disclosures will be logged for deliverables where AI has generated source-related inputs and outputs, including:
 - 2.3.1.1. LLM Source
 - 2.3.1.2. Source Origin
 - 2.3.1.3. Claim
 - 2.3.1.4. Link to source content
 - 2.3.1.5. Trust score

- 2.3.1.6. Relevance
- 2.3.1.7. Status (Validated, Partially Validated, Hypotheses,
Discarded)
- 2.3.1.8. Additional Notes/Information