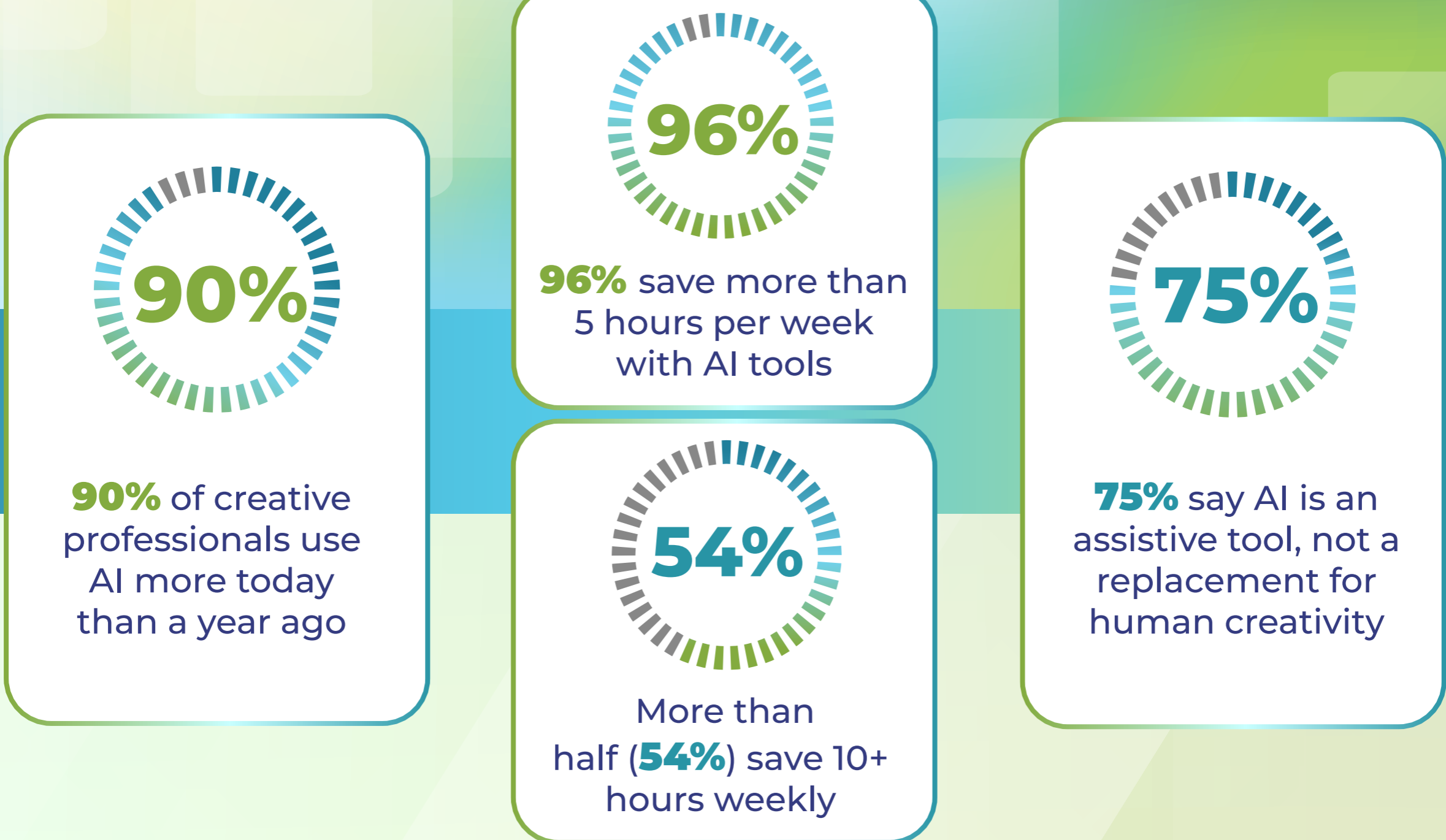
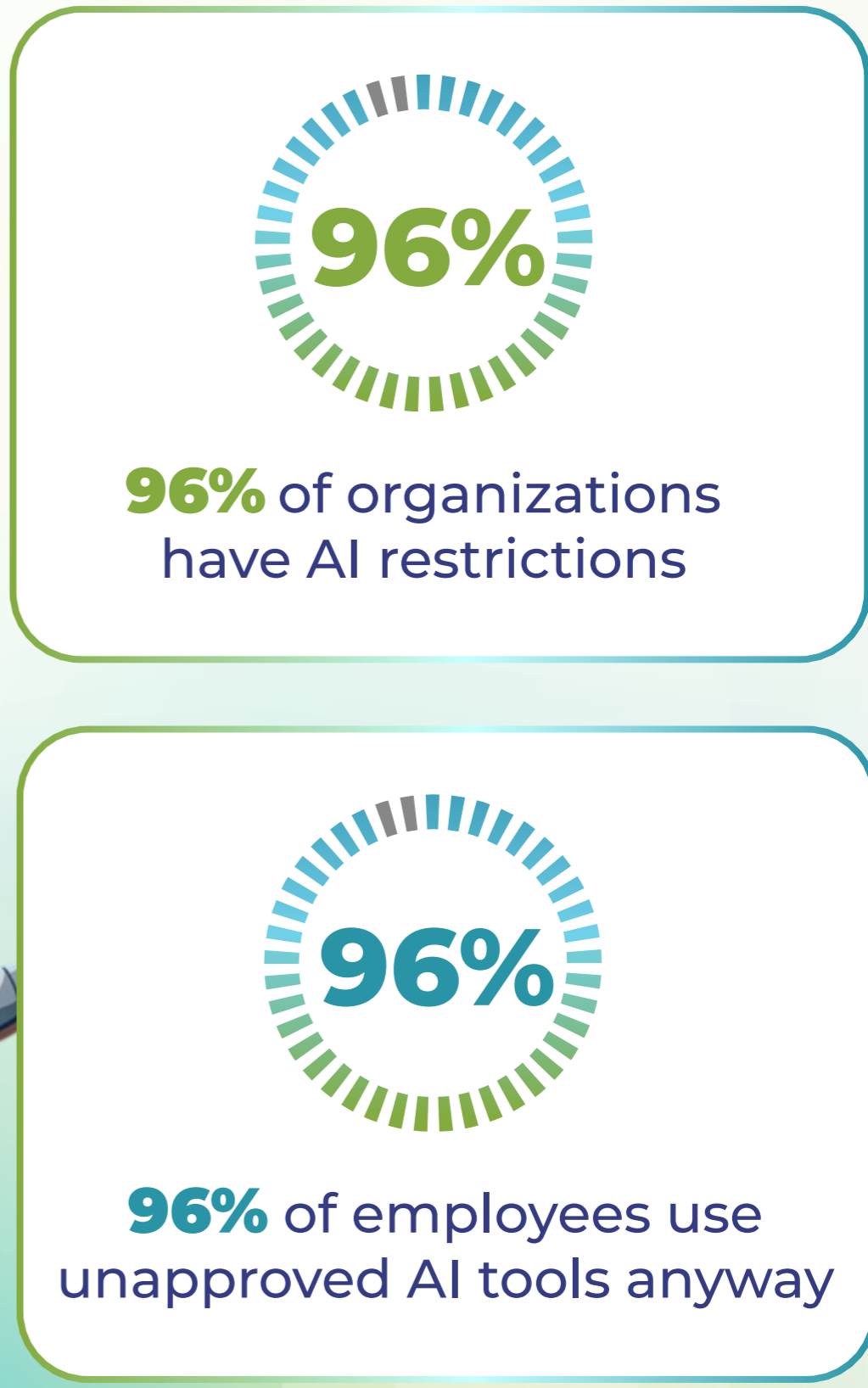


Creative Teams Have AI Rules

Almost None of Them Follow Those Rules



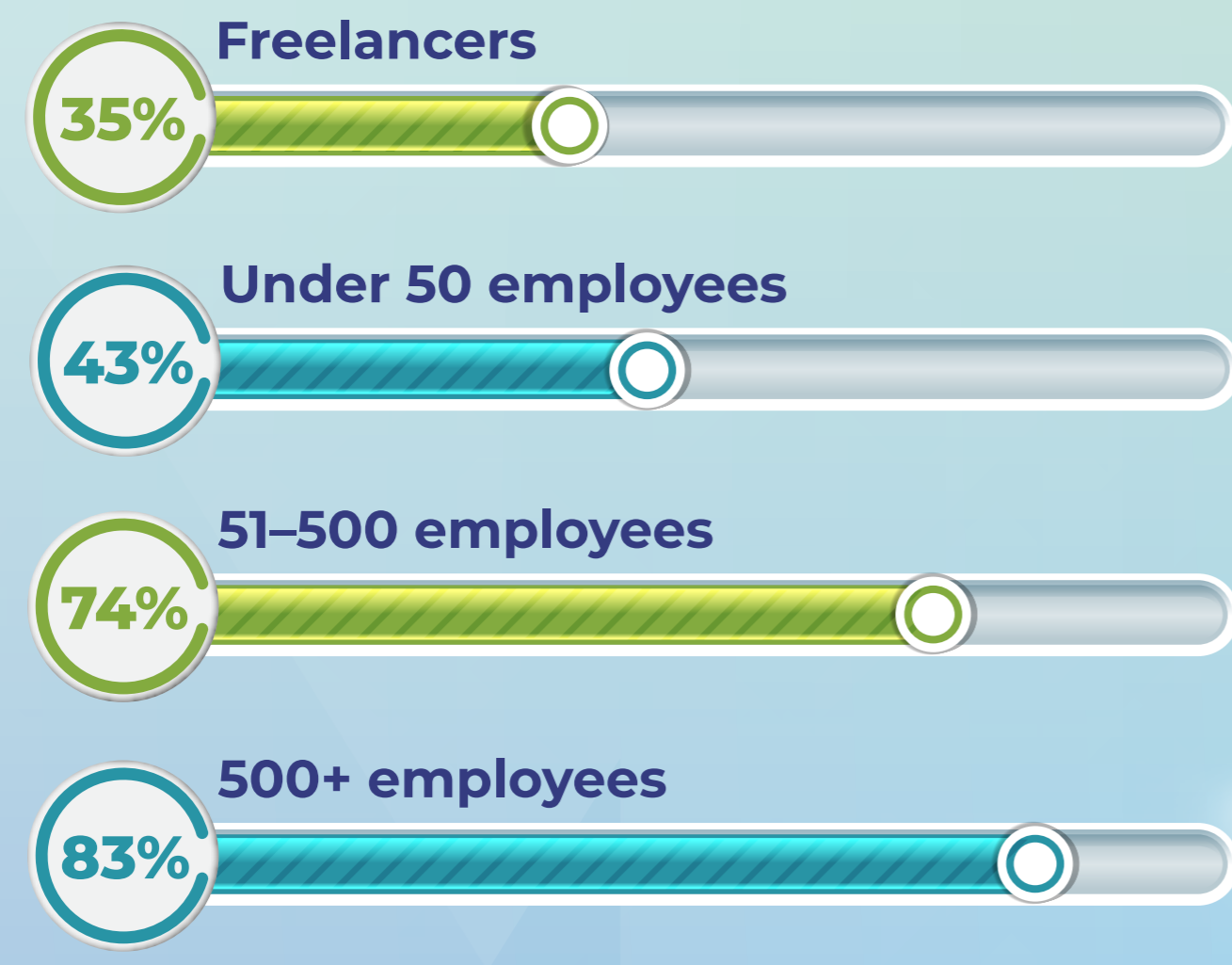
But adoption has outrun oversight



The compliance gap is essentially universal

Data privacy concerns by company size:

% who answered "yes" to "Is data privacy a concern when using AI?"



The larger the organization, the higher the exposure



AI adoption isn't slowing down
Governance needs to catch up

About Santa Cruz Software

Santa Cruz Software specializes in creative workflow integration, offering tools that connect design applications with digital asset management (DAM) systems, enabling teams to collaborate, stay on brand and work faster without leaving their creative environment. Its solutions streamline brand compliance, enhance cross-team collaboration and boost productivity. The product suite includes PrintUI (dynamic InDesign-based templates), LinkrUI (a DAM connector for Adobe, Google Workspace, Microsoft Office and other applications), BannersUI (ad design automation) and BrandingUI (a turnkey portal for collateral and campaign management). For more information, visit the **Santa Cruz Software website**.