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Direct Digital Holdings Introduces A New Framework to Help Businesses Manage AI Adoption in the Workplace

New guide helps organizations create clear, responsible AI usage policies to unlock the value of artificial intelligence while mitigating risks

HOUSTON, Feb. 20, 2025 /PRNewswire/ -- Direct Digital Holdings, Inc. (Nasdaq: DRCT) ("Direct Digital Holdings" or the "Company"), a leading advertising and marketing technology platform operating through its companies Colossus Media, LLC ("Colossus SSP") and Orange 142, LLC ("Orange 142"), today announced the release of its framework for establishing an employee generative AI usage policy, a practical guide from the company's AI Council designed to help organizations set clear expectations and guardrails for AI use in the workplace.

As generative AI tools become more common in daily workflows, employees use them to streamline tasks, increase efficiency, and drive productivity. However, organizations risk data leaks, misinformation, compliance challenges, and reputational damage without well-defined policies. Despite widespread AI adoption, only [44% of companies have formal policies](#) to govern its use.

Providing a Framework for AI Adoption and Governance

"AI adoption in the workplace is happening faster than many businesses are prepared for," said Anu Pillai, Chief Technology Officer at Direct Digital Holdings. "Employees are already using these tools, but companies are leaving themselves open to significant risks without clear guidelines. Our framework offers business leaders a starting point to create transparent, structured AI policies that allow teams to safely and securely take advantage of the technology's benefits."

The **"Framework for Employee Generative AI Usage Policy"** guide is designed to help organizations craft policies tailored to their needs, addressing:

- Ethical AI use and transparency
- When AI can be used to add value and when its use poses an unnecessary risk
- Data privacy guidelines to protect sensitive information
- Human review and decision-making as a last line of defense
- Creating cyclic structures for evaluating and auditing AI tools to maintain security

"Businesses can't afford to take a wait-and-see approach on AI governance," said Christy Nolan, VP of Delivery Solutions at Direct Digital Holdings. "By setting clear guidelines now, companies can foster a culture of informed AI adoption, positioning themselves to stay

competitive while maintaining trust with customers, partners, and stakeholders."

The framework is a foundational resource for business leaders, IT teams, and compliance officers looking to implement AI usage policies aligning with their industry, regulatory requirements, and company goals. It is designed to help organizations stay agile as AI evolves, providing a roadmap for responsible and sustainable AI integration in the workplace.

To download the **"Framework for Employee Generative AI Usage Policy,"** visit our [AI Council resource center](#).

About Direct Digital Holdings

Direct Digital Holdings (Nasdaq: [DRCT](#)) combines cutting-edge sell-side and buy-side advertising solutions, providing data-driven digital media strategies that enhance reach and performance for brands, agencies, and publishers of all sizes. Our sell-side platform, Colossus SSP, offers curated access to premium, growth-oriented media properties throughout the digital ecosystem. On the buy-side, Orange 142 delivers customized, audience-focused digital marketing and advertising solutions that enable mid-market and enterprise companies to achieve measurable results across a range of platforms, including programmatic, search, social, CTV, and influencer marketing. With extensive expertise in high-growth sectors such as Energy, Healthcare, Travel & Tourism, and Financial Services, our teams deliver performance strategies that connect brands with their ideal audiences. At Direct Digital Holdings we prioritize personal relationships by humanizing technology, ensuring each client receives dedicated support and tailored digital marketing solutions regardless of company size. This empowers everyone to thrive by generating billions of monthly impressions across display, CTV, in-app, and emerging media channels through advanced targeting, comprehensive data insights, and cross-platform activation. DDH is "Digital advertising built for everyone."



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