

CLIENT PERMISSION / ACCOUNT
EVIDENCE

MAKE AI-ENABLED AGENCY WORK EASIER FOR CLIENTS TO APPROVE.

Petrichor turns one client account’s AI use into bounded workflows, current evidence, human accountability, and a client-ready answer —without asking the brand for blind trust.

ONE CLIENT · THREE WORKFLOWS · FOUR WEEKS · \$25K DIAGNOSTIC

CLIENT AI PERMISSION RECORD

ILLUSTRATIVE /
DATED

“May this agency use
these tools, data, assets,
and partners in our
work?”

ACCOUNT Named SOW

AI USES Three workflows

EVIDENCE Current / reviewable

DECISION Client-owned

AI IS ALREADY IN THE WORK. CLIENT PERMISSION IS CATCHING UP.

Adoption and concern are rising together. That creates an account-level decision about what a client will permit, under which conditions, and on what evidence.

9 in 10 US marketing agencies use generative AI. Reported uses span creative content, research, media and SEO strategy, and internal work. FORRESTER + 4AS / JUNE 2026	80% of surveyed brand owners had agency AI concerns. Legal, ethical, and reputational risks led the concerns; contract terms were already moving into review. WFA / SEPTEMBER 2024
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WHAT THIS PROVES

A permission and evidence problem is credible. These figures do not prove willingness to pay, client approval, or commercial outcomes.

THE AGENCY DOES NOT NEED ANOTHER AI PROMISE.

The client needs a bounded decision it can defend.

“May this agency use these AI tools, with these data and brand assets, in these workflows, subject to these controls and human approvals, for this account and period?”



A GLOBAL POLICY CANNOT ANSWER AN ACCOUNT-SPECIFIC QUESTION.

AGENCY POLICY CAN STATE	ACCOUNT ASSURANCE MUST SHOW
Our principles	The included account, services, workflows, people, tools, data, partners, dates, and exclusions.
Our approved tools	Relevant terms, configurations, allowed data, output use, monitoring, and change state for this work.
Human review is required	Who reviews what, against which criteria, with which release authority and escalation path.
We follow disclosure rules	The materiality decision, client instruction, content credentials, handoff, and retained record.

POLICY = INTENT · ACCOUNT ASSURANCE = BOUNDARY + CONTROL + CURRENT EVIDENCE

COPYRIGHT IS NOT ONE QUESTION. THE EVIDENCE SHOULD NOT PRETEND IT IS.

An approved tool does not settle whether inputs were authorized, human contribution supports authorship, third-party rights were reviewed, or the final asset may be released.

01

AUTHORIZED INPUTS

Were source materials and brand assets authorized?

Source register, license basis, contract limits, upload permission, and retention or training treatment.

02

HUMAN AUTHORSHIP

What did people create, select, arrange, or materially modify?

Human-authored inputs, versions, arrangements, revisions, final edits, contributors, and expressive decisions.

03

THIRD-PARTY RIGHTS

What output risks were reviewed before release?

Similarity, trademark, likeness, music, talent, and license review records, exceptions, and counsel escalation.

04

RELEASE DECISION

What may be delivered, disclosed, registered, reused, or adapted?

Ownership clauses, permitted uses, disclosure, provenance, and named legal, brand, creative, and release approvers.

PETRICHOR MAKES THE FACTS REVIEWABLE.

Qualified counsel remains responsible for copyrightability, infringement, fair use, ownership, registration, licensing, and rights clearance.

USCO AI REPORTS →

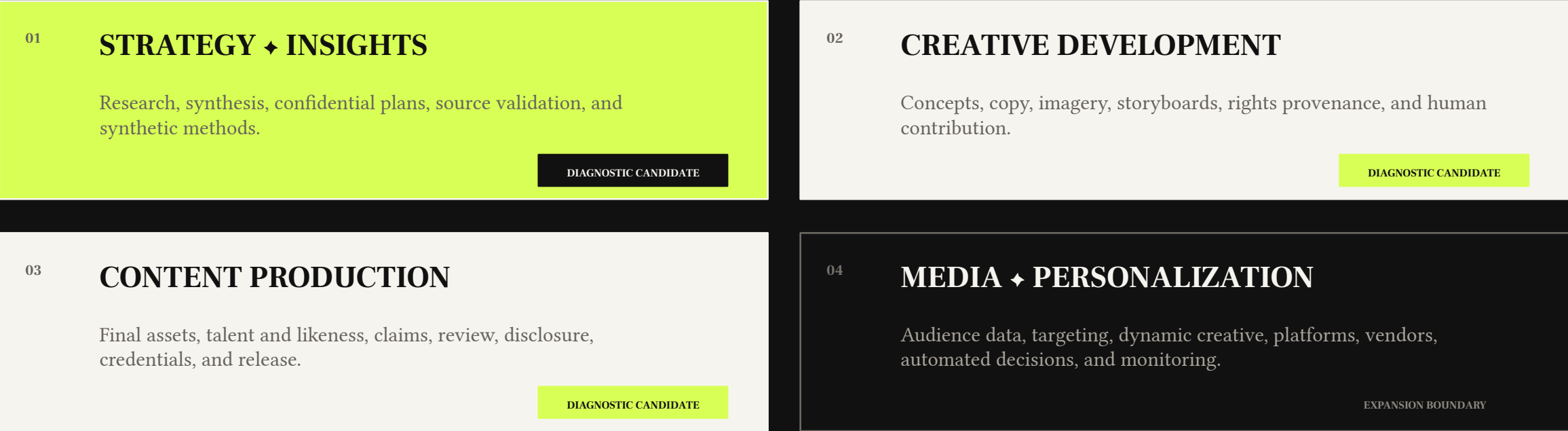
START WITH ONE NAMED CLIENT ACCOUNT—OR DO NOT START.

The Diagnostic begins where AI use, client scrutiny, and commercial consequence meet. Everything outside the boundary is explicit.



BOUND THE WORKFLOWS CLOSEST TO THE CLIENT AND THE ASSET.

The first account selects up to three. Controls follow the work—not an abstract maturity score.



TRACE EVERY CLIENT STATEMENT TO OPERATING REALITY.

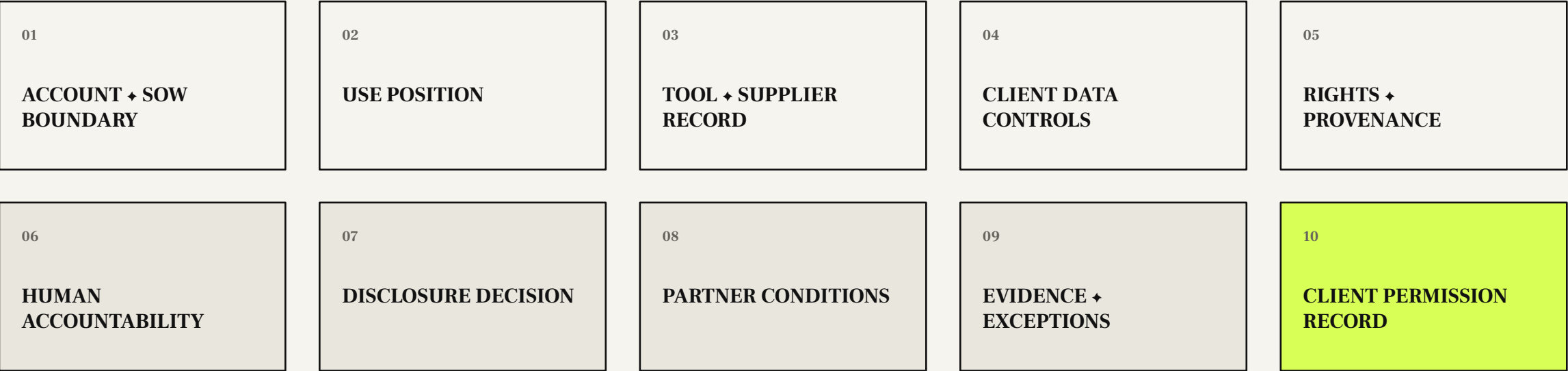
If one link is missing, the answer is not ready for a client to rely on.



CURRENT TOOL TERMS · CURRENT CONFIGURATIONS · CURRENT APPROVALS · OPEN EXCEPTIONS · NEXT REVIEW

A CONCISE ANSWER THE CLIENT CAN EVALUATE. A SYSTEM THAT KEEPS IT TRUE.

A reusable agency core reduces reinvention. The account overlay preserves the client’s own conditions, controls, exclusions, and expiry.



ILLUSTRATIVE STRUCTURE

Not certification, an independent audit, legal opinion, client permission, or a guarantee of acceptance.

BUILD AN APPROVAL ADVANTAGE WITHOUT SELLING GOVERNANCE.

The value case uses the agency’s own numbers and one real approval problem—not invented win-rate lifts, fear-based loss averages, or a claim that Assurance causes retention.

REUSABLE CORE

Tools · Controls · Evidence
schema · Response language ·
Review architecture

✦ CLIENT / SOW OVERLAY

Preserves the client’s restrictions, choices, complementary
controls, dates, exclusions, and expiry.

01

LESS REINVENTION

Use the core again while keeping each client
boundary honest.

02

CLEARER OPERATING LANES

Translate restrictions into paths teams can
actually follow.

03

BETTER DILIGENCE ANSWERS

Respond to riders and procurement with
current evidence.

04

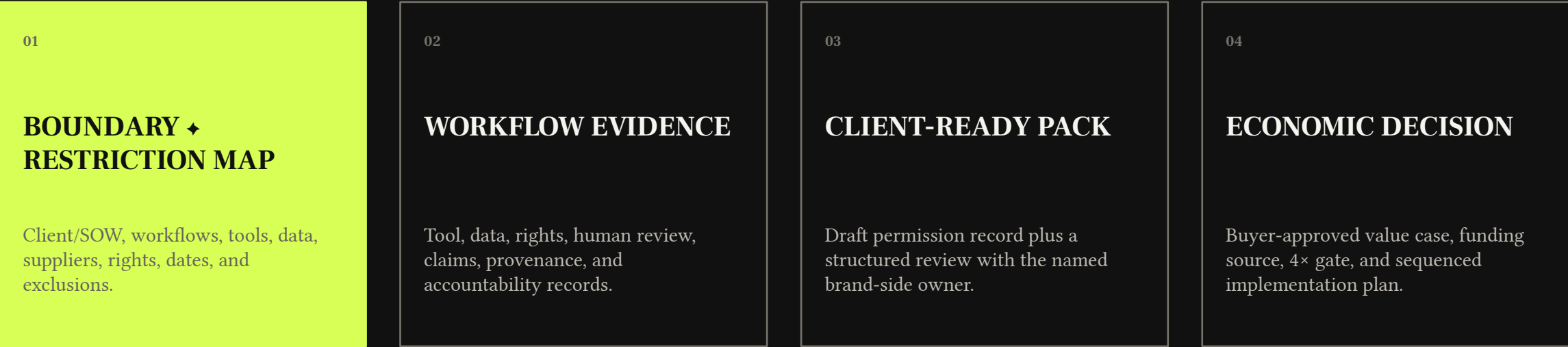
A MORE CREDIBLE PITCH

Show preparedness without claiming
approval or certification.

ONE ACCOUNT. THREE WORKFLOWS. FOUR WEEKS.

\$25K FIXED-FEE ACCOUNT DIAGNOSTIC

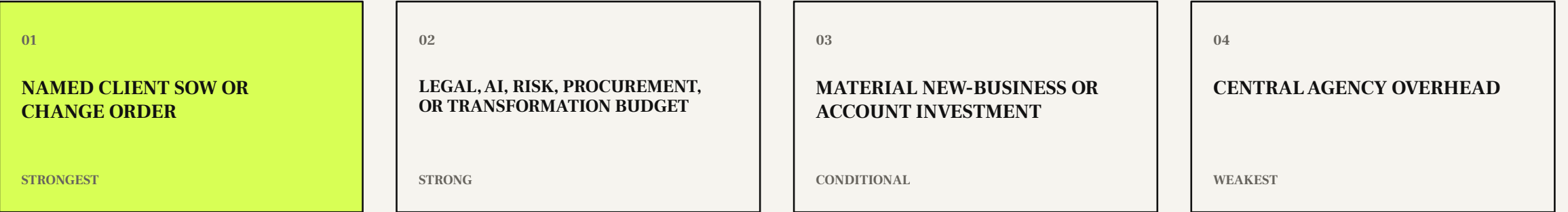
The agency receives more than an inventory, policy, or maturity score. The work must reach the workflow evidence and the brand-side permission owner.



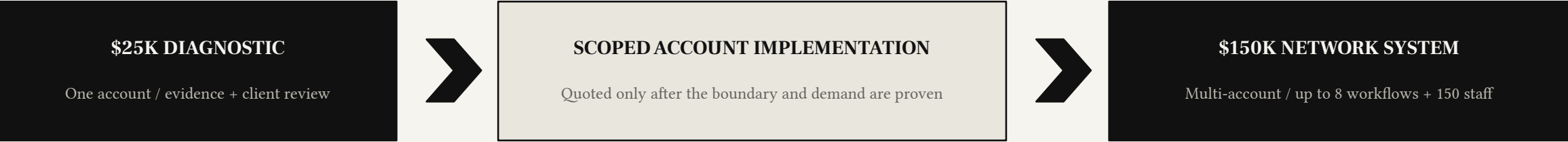
\$100K MIN. minimum accessible annual value under the 4× conservative first-year gate Readiness + design—not certification or operating-effectiveness assurance.

PUT ASSURANCE WHERE ITS COMMERCIAL VALUE LANDS.

Industry research indicates that agencies often absorb AI costs as overhead. The stronger route ties the engagement to the client decision, account, or growth event it supports.



EXPANSION PATH



BRING ONE CLIENT QUESTION AND THE WORKFLOWS BEHIND IT.

STRONG FIT

Enterprise client terms, restrictions, or approval questions

AI already touches live work, assets, data, or media decisions

Material account, pitch, renewal, or delivery model

Agency owner plus a brand-side evidence reviewer

NOT YET

Policy template, staff course, or tool recommendation only

No live or near-term client permission problem

Badge, legal opinion, safety claim, or approval guarantee wanted

Value case cannot clear the 4× investment gate

TEST ONE CLIENT ACCOUNT

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[OPEN THE AGENCY BRIEFING →](#)

Do not send confidential client material by email.

Readiness and implementation—not certification, legal advice, rights clearance, a cybersecurity conclusion, or a guarantee of client acceptance.