# **Fawzooz AI - AIMS Communication Plan**

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Document Owner: [e.g., Head of Communications / AI Governance Office]

Approved By: [e.g., AI Governance Committee (AIGC)]

### 1. Purpose and Scope

The purpose of this document is to define the strategy and procedures for all communications related to the Fawzooz AI Management System (AIMS). It outlines what will be communicated, to whom, when, and through which channels.

Effective communication is essential for ensuring stakeholder awareness, managing expectations, building trust, and fostering a culture of responsibility. This plan supports the successful implementation and maintenance of the AIMS.

The scope of this plan covers both internal communications within Fawzooz AI and external communications to users, partners, regulators, and the public.

### 2. Communication Objectives

Our AIMS communication objectives are to:

* Ensure all employees understand the AI Policy and their responsibilities within the AIMS.
* Build and maintain trust with our users by being transparent about our use of AI.
* Keep leadership informed to facilitate effective governance and decision-making.
* Meet all legal and regulatory requirements for communication and disclosure.
* Manage stakeholder expectations regarding the capabilities and limitations of our AI systems.

### 3. Stakeholder Analysis

| **Stakeholder Group** | **Key Interests** |
| --- | --- |
| **Internal Stakeholders** |  |
| All Employees | Understanding policies, procedures, ethical guidelines, and their role. |
| AI Development & Ops Teams | Detailed technical requirements, risk updates, incident reports, best practices. |
| AI Governance Committee & Leadership | AIMS performance, risk posture, audit results, strategic decisions. |
| Clinical & Ethics Teams | Impact assessments, safety protocols, user feedback, incident details. |
| **External Stakeholders** |  |
| Users | How their data is used, how AI systems work, safety information, changes to services. |
| Regulators (e.g., Health Authorities, DPAs) | Compliance evidence, incident reports (if required), audit results. |
| Partners & Vendors | Integration requirements, security policies, shared responsibilities. |
| The Public & Media | High-level principles, commitment to responsible AI, thought leadership. |

### 4. Communication Matrix

| **Communication Topic** | **Audience** | **Key Message** | **Channel** | **Frequency** | **Owner** |
| --- | --- | --- | --- | --- | --- |
| **AIMS Policy & Awareness** | All Employees | Our commitment to responsible AI and your role in it. | Company-wide email; Annual mandatory training; Intranet | Annually & at Onboarding | Head of HR |
| **Internal Audit Results** | AIGC & Leadership | Summary of AIMS performance, nonconformities, and areas for improvement. | Formal Report; Management Review Meeting | Quarterly / Per Audit | Lead Auditor |
| **AI Risk Register Summary** | AIGC & Leadership | Overview of top AI risks and status of treatment plans. | Dashboard; Management Review Meeting | Quarterly | CISO |
| **Major AI System Update** | Users | New features, improvements, and any changes to how the AI works or uses data. | In-app notification; Email; Updated Terms of Service | Per Major Release | Product Manager |
| **AI Incident (User-Impacting)** | Affected Users | What happened, what we are doing to fix it, and how we are protecting you. | Targeted email; In-app banner; Status Page | As Needed | Head of Comms |
| **AI Incident (Post-Mortem)** | AI Dev & Ops Teams | Technical root cause, lessons learned, and actions to prevent recurrence. | Internal technical debrief; Wiki update | Post-Incident | Incident Lead |
| **AI Principles & Ethics** | The Public & Media | Fawzooz AI is committed to building safe, fair, and transparent AI for mental wellness. | Fawzooz.ai website; Official blog posts; Press releases | As Needed | Head of Comms |
| **Regulatory Inquiry** | Regulators | Providing requested evidence of compliance and AIMS effectiveness. | Formal written response; Official channels | As Needed | DPO / CISO |