

**AI PLAYBOOK 20**

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# AI Content Quality Check: 3 Questions Before You Publish

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**theCMA.ca**

Content partially generated by artificial intelligence, refined by human expertise.

This Playbook is part of the CMA's AI Mastery Series, empowering marketers to Implement AI in ways that earn regulatory confidence, maintain strong brand reputation, and foster consumer trust

# The verification imperative for Canadian marketers

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AI has democratized content creation, enabling anyone to produce professional-looking materials within minutes. While this accessibility offers unprecedented efficiency, it's creating a sea of sameness where generic, unverified content floods every channel. Quality content has never been more valuable as a differentiator, but only when it's systematically verified for accuracy, appropriateness, and compliance.

The verification gap creates massive vulnerability for Canadian brands. According to a [KPMG study](#), 55% of Canadian employees admit to relying on AI output at work without evaluating its accuracy. The content quality issue is compounded by Canada's unique regulatory landscape, where brands must navigate legal obligations including Quebec's Bill 96 requirements that AI models often miss or misunderstand.

This playbook complements the [CMA's AI Content Rights playbook](#), which addresses the 'who owns what' questions around IP and copyright. While that playbook ensures you can legally use your AI content, this focuses on whether you should publish it, examining accuracy, brand alignment, and compliance beyond IP concerns.

# Understanding Canadian opportunities and risks

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AI tools present opportunities for efficiency and scale, particularly when navigating bilingual content requirements and diverse regional markets from coast to coast.

However, Canadian brands face unique verification challenges. Beyond global AI risks, we must consider compliance with laws such as Canada's Anti-Spam Legislation (CASL) for electronic communications, Personal Information Protection and Electronic Documents Act (PIPEDA) for data privacy, the Competition Act for advertising claims, and An Act respecting French, the official and common language of Québec (Bill 96) which outlines language requirements.

The competitive advantage belongs to marketers who can harness AI's efficiency while systematically managing distinctly Canadian legal, cultural, and linguistic considerations that generic AI outputs often miss or incorrectly profile.

The solution lies in systematic verification that shifts AI from liability to trusted collaborator through embedded evaluation practices. To get started, lean on the following questions:

- Is it accurate?
- Is it appropriate?
- Is it compliant?

# Question 1: Is it accurate?

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Verification method involves cross-referencing all claims, statistics, and assertions with at least two independent, credible sources. Fact-checking tools like Originality.ai can be leaned on to support these efforts, but should be supplementary to human verification, not the primary method. Where possible, prioritize Canadian data sources.

Accuracy red flags fall into three critical categories, explained below.

## **Unsupported claims:**

- Uncited statistics, percentages, or numerical claims .
- Vague assertions without supporting evidence ("studies show," "experts say").
- Claims that cannot be verified through multiple independent sources.



## **Data credibility issues:**

- Information that appears outdated or references old data.
- Over-reliance on American data presented as Canadian facts.
- Missing context that changes the meaning of accurate data.

## **AI hallucinations (made up information):**

- Fake statistics: "Statistics Canada reports 78% of Canadians prefer..." (when no such study exists)
- Non-existent sources from fictional person or study.
- References to laws that do not exist.
- Contradictory facts within the same piece of content

Remember: Accuracy verification is about factual correctness and source credibility. Content can be factually accurate but still inappropriate for your brand or audience, that's addressed in Question 2.



# Unverified AI content is a risk for brands.

# Question 2: Is it appropriate?

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Brand voice consistency requires testing AI output against your documented brand messaging, value propositions, and tone-of-voice examples. Verify content uses approved terminology, avoids forbidden phrases, and maintains consistency across English and French communications where applicable.

Audience alignment assessment examines whether language complexity, cultural references, and messaging resonate with your specific Canadian demographic segments. Consider regional differences, bilingual requirements, and cultural sensitivities that AI models trained primarily on global data might overlook.

Ethical verification involves reviewing for potential bias, discriminatory language, cultural insensitivity, or stereotypes that AI might perpetuate. This includes ensuring content respects Canada's multicultural landscape and doesn't inadvertently exclude or misrepresent diverse communities.

Appropriateness red flags include:

- Content that contradicts your established brand values or positioning;
- Cultural references that exclude or alienate Canadian demographics. For example AI scheduling a "Thanksgiving sale" for November instead of October, or promoting "back-to-school" in August when many Canadian schools start after Labour Day;
- Tone inconsistencies between English and French versions;
- Stereotypes or assumptions about Canadian regional differences;
- Content that feels robotic or lacks human emotional resonance; and
- Messaging that ignores current events or cultural sensitivities like AI generating generic "winter weather" content that fails to distinguish between Vancouver's mild climate and Winnipeg's harsh winters.

Remember: AI cannot perform moral or cultural analysis; this remains a crucial human responsibility requiring cultural competence and ethical judgment. Content can be factually accurate but still inappropriate for your brand or audience.

# Question 3: Is it compliant?

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Regulatory compliance verification focuses on non-IP legal requirements specific to Canadian marketing. This includes:

- CASL compliance for electronic communications;
- PIPEDA adherence for data privacy;
- Competition Act requirements for advertising claims and testimonials; and
- Quebec's Bill 96 language obligations.

Legal risk assessment examines whether content violates Canadian marketing regulations or creates compliance vulnerabilities. Unlike IP concerns covered in the [CMA's Content Rights playbook](#), these risks stem from regulatory non-compliance rather than ownership questions.

Critical compliance red flags include:

- Missing CASL identification requirements in email communications. For example, AI-generated email without company name or contact information;
- Unsubstantiated advertising claims that violate Competition Act. For example, AI claiming a product is number 1 in Canada without supporting research;
- Personal data usage that doesn't meet PIPEDA consent requirements;
- English-only content where Quebec's Bill 96 requires French. For example, AI creating a social media ad targeting Quebec but only in English;
- Testimonials without proper disclosure or verification;
- Promotional content missing required legal disclaimers; and
- Contest or sweepstakes terms that violate regulations.

Remember: Compliance verification ensures content meets Canadian legal requirements. This is separate from brand appropriateness (Question 2) and focuses specifically on regulatory adherence that could result in legal penalties if ignored.

# Case study: Social media and email campaigns

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Systematic verification prevents customer complaints, potential regulatory penalties, and brand damage.

## **Social media verification**

Focus on rapid assessment of brand voice consistency, factual accuracy of claims, and potential for misinterpretation across diverse Canadian audiences. Quick verification includes:

- checking time-sensitive information,
- cultural appropriateness of references, and alignment with current brand positioning (pay special attention to bilingual requirements and regional sensitivities).

## **Email campaign verification**

Focus on CASL compliance, accuracy of promotional offers, and personalization appropriateness under PIPEDA.

Example: An AI-generated email promoting a "25% Off Summer Sale" revealed through verification of the draft that the offer code was from the previous year and that CASL identification requirements were left out.

Common pitfalls include:

- AI generating outdated promotions;
- incorrect legal disclaimers;
- inappropriate cultural references; and
- over-reliance on American legal frameworks.



# Case study: Blog content verification

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Content like blogs requires fact-checking of all statistics, quotes, research citations, and claims. Verify sources are credible, current, and relevant to Canadian markets. Check that expert quotes are accurate, properly attributed, and permissions are secured where required under Canadian copyright law.

SEO integrity assessment ensures AI hasn't generated keyword stuffing, unnatural language patterns, or content that appears manipulative to search engines. Verify technical accuracy of industry-specific terminology and ensure content demonstrates genuine expertise rather than superficial AI hallucinations that could damage credibility.

Content depth verification confirms material provides value beyond what competitors offer, reflects current Canadian market conditions, and avoids generic insights that fail to serve your audience.

Example: An AI-generated blog post about "Canadian Consumer Spending Trends" included the statistic "78% of Canadians increased online shopping in 2024" citing "Statistics Canada Q3 Report." Verification revealed no such report existed, the percentage was fabricated, and the content used American consumer behaviour data with Canadian labels.

Quick blog verification checklist:

- All statistics traced to original, credible sources.
- Expert quotes verified and permissions secured.
- Canadian data used for Canadian market insights.
- Industry terminology technically accurate.
- SEO keywords naturally integrated, not stuffed.
- Claims substantiated with current, relevant evidence.
- Source validation records documented for audit trail.

# Implementation: Build verification into your workflow

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## **Step 1: Embed verification checkpoints at three stages**

- Draft stage: Content creator runs initial accuracy check
- Review stage: Marketing manager assesses appropriateness and compliance
- Approval stage: Senior lead provides final sign-off

Example: Social media post verification takes 5 minutes at draft, 3 minutes at review, 2 minutes at approval

This quality verification process should follow the IP rights assessment covered in the CMA's AI Content Rights playbook. Once you've established ownership and usage rights through that framework, apply this quality check to ensure content meets publication standards.

## **Step 2: Build team capabilities with role-specific training**

Simple role matrix:

- Content creators: Check accuracy (Question 1) + flag concerns
- Marketing managers: Assess appropriateness (Question 2) + basic compliance
- Senior leads: Final compliance review (Question 3) + escalation decisions
- Legal/compliance: Complex regulatory questions + high-risk content

## **Step 3: Measure and improve with concrete simple metrics**

- 90% of content passes verification on first round.
- 12 non-compliant assets caught before publishing in Q2.
- Average verification time: 8 minutes per piece.
- Zero regulatory penalties since implementation.

Create audit trails including verification checklists, approval timestamps, and escalation records to demonstrate due diligence and identify process improvements.

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# Recommended reading and references

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## CMA Resources

- [CMA Guide on AI for Marketers](#)
- [Setting the Stage on Artificial Intelligence: A CMA Primer on AI for Marketers](#)
- [CMA Accountability Checklists for AI In Marketing](#)
- [CMA Mastery Series: AI Playbooks](#)
- [CMA Transparency for Consumers Guide](#)
- [CMA Application of Law 25 to Marketing Activities Guide](#)

## References

- The Centre for Long-Term Resilience: [The near-term impact of AI on disinformation](#)
- KPMG: [Trust, attitudes and use of Artificial Intelligence: A Global study 2025](#)

# The CMA

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This playbook is developed with guidance by the CMA AI Committee and is part of the CMA's comprehensive AI initiative designed to empower Canadian marketers with the knowledge, skills, and ethical frameworks needed to implement AI responsibly and effectively.

As the voice of Canadian marketing, the CMA champions our profession's powerful impact. We are the catalyst to help Canada's marketers thrive today, while building the marketing mindset and environment of tomorrow.

We provide opportunities for our members from coast to coast to develop professionally, to contribute to marketing thought leadership, to build strong networks, and to strengthen the regulatory climate for business success. Our Chartered Marketer (CM) designation signifies that recipients are highly qualified and up to date with best practices, as reflected in the CMA's Canadian Marketing Code of Ethics and Standards.

We represent virtually all of Canada's major business sectors, and all marketing disciplines, channels and technologies. Our Consumer Centre helps Canadians better understand their rights and obligations.

For more information, visit [thecma.ca](https://thecma.ca).



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