



Smarter and More Effective Decisions

EMERGING RISK & TRANSFORMATION SERVICES

AI Content Assurance & Provenance Review

**Before You Publish It,
Prove You Can Trust It.**

An independent review of the reliability, traceability, control environment and evidential integrity of AI-assisted content — before it creates consequences.

THE REVIEW SEQUENCE

DISCOVER



TRACE



VERIFY



CONTROL



REPORT

An independent, integrated multidisciplinary
professional services firm

15+ Caribbean territories

info@dawgen.global
876-929-3670 · 855-354-2447

dawgen.global

AI can generate the content. But who verifies the truth?

Generative AI can produce content that appears polished, authoritative and credible while containing inaccurate statements, fabricated references, unsupported statistics, outdated information, misleading summaries or conclusions that cannot be traced back to reliable evidence.

AI is now used to prepare reports, research, policies, proposals, board papers, client communications, financial commentary and professional advice. **The productivity opportunity is significant. So is the risk.**

BEFORE IT IS PUBLISHED, SOMEONE MUST BE ABLE TO ANSWER

- | | |
|---|--|
| 01 Which parts of the document were produced or materially assisted by AI? | 05 Was confidential or personal information provided to an AI system? |
| 02 What sources support the key statements? | 06 Has an appropriately qualified person reviewed the output? |
| 03 Do those sources actually exist — and support the conclusion? | 07 Can the organization reconstruct how the final conclusion was reached? |
| 04 Were quotations, statistics and calculations independently verified? | 08 Is there sufficient evidence to defend the content if challenged? |

SYNTHETIC AUTHORITY

Content that appears authoritative because of how it is presented, rather than because the underlying evidence has been established.

Professional formatting, sophisticated vocabulary, detailed explanation and formal citations are the signals people use to decide what deserves trust. Generative AI reproduces all of them.

A document does not become reliable simply because it looks professional.

Professional responsibility does not disappear because AI produced the first draft.

AI-assisted information is entering the processes organizations rely on to make and defend consequential decisions. Six areas are affected most directly.

Corporate Governance

Boards and executives increasingly receive AI-assisted reports, research and analysis. Decision-makers need confidence that material information is accurate and appropriately reviewed.

Financial Reporting & Analysis

AI may assist with management commentary, forecasts, research and explanatory reports. Incorrect figures or unsupported interpretations affect important decisions.

Regulatory Compliance

AI-generated summaries of laws, regulations or obligations may be incomplete or outdated. The organization remains responsible for compliance.

Professional Services

Professional responsibility does not transfer to the tool. Advisory, audit and legal work carries the same duty of care whatever produced the draft.

Customer Communications

AI-generated customer information can create conduct, consumer-protection and reputational exposure at scale and at speed.

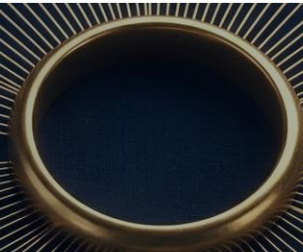
Research & Strategy

Fabricated references, outdated information and unsupported statistics undermine strategic recommendations — often long after the decision is taken.

THE PRINCIPLE THAT DOES NOT MOVE

Accountability

AI can accelerate the production of information. It does not transfer responsibility for it. Whoever publishes, submits or relies on material information remains accountable for determining that appropriate verification has occurred.



Where AI-assisted content actually fails.

These five risks account for most of what goes wrong. Each requires a different control, and none is addressed by an instruction to “check the output”.

01

Hallucination Risk

AI may produce information that is factually incorrect but presented with complete confidence — plausible enough to survive superficial review.

02

Citation Risk

A reference may be fabricated, incomplete, irrelevant or inaccurately represented. A real source can still be misused: existence, relevance and representation are three separate tests.

03

Provenance Risk

The organization may be unable to identify where important information originated, or to reconstruct how a conclusion was reached.

04

Confidentiality Risk

Sensitive organizational or client information may have been exposed during content generation. An excellent final report does not undo a breach that occurred while preparing it.

05

Review Risk

The person approving the document assumes someone else — or the AI system — already verified the underlying information.

A structured review of AI-assisted content, from source to final output.

Five stages, applied in proportion to the consequence of the content being reviewed.

DISCOVER → TRACE → VERIFY → CONTROL → REPORT

Review intensity follows consequence, not word count.

01

DISCOVER

Understand how AI was used

AI-assisted sections identified, generation process reviewed, tools and responsible personnel determined, data supplied to AI systems assessed, high-risk statements and intended audience identified.

02

TRACE

Establish the source of important information

Citation mapping, source identification and lineage, reference verification, data-origin assessment, quotation tracing, identification of unsupported statements.

03

VERIFY

Test the reliability of the content

Factual verification, citation existence and source relevance, quotation accuracy, numerical consistency and calculation review, date and contextual accuracy, cross-source corroboration.

04

CONTROL

Strengthen the process that produces the content

Approved AI-tool policies, mandatory source capture, human-review protocols, high-risk escalation, citation-verification requirements, evidence retention and approval workflows.

05

REPORT

Give decision-makers a clear assurance view

Material findings, unsupported claims, unreliable citations, confidentiality concerns, process-control weaknesses, required remediation and residual risk.

Seven dimensions. One governing principle.

Every review examines the same seven dimensions. What changes with risk is the depth of testing applied within each.

DIMENSION	FOCUS
Factual Integrity	Are material statements accurate?
Source Integrity	Do cited sources exist and support the statement?
Provenance	Can information be traced back to its origin?
Numerical Integrity	Are calculations, figures and statistics accurate?
Human Oversight	Was appropriate professional review performed?
Confidentiality	Was sensitive information handled appropriately?
Documentation	Can the organization evidence review and approval?

RISK-BASED REVIEW

Greater consequence requires greater verification.

LOWER RISK VERIFICATION DEPTH	Routine internal content with limited external consequence — brainstorming, agenda notes, stylistic rewriting of already-verified material.
MODERATE RISK VERIFICATION DEPTH	Content influencing management, customers or commercial decisions — proposals, website copy, market commentary, internal research.
HIGHER RISK VERIFICATION DEPTH	Content capable of significant financial, regulatory, professional or reputational consequence — board papers, regulatory submissions, financial analysis, professional opinions.

Who should consider this review?

The review is particularly relevant to organizations that:

- ✓ regularly use generative AI to prepare professional content
- ✓ generate customer-facing content using AI
- ✓ use AI for board, executive, regulatory or compliance reporting
- ✓ have already encountered unreliable AI citations or factual errors
- ✓ are professional-services firms using AI in research or advisory work
- ✓ require defensible evidence supporting published conclusions
- ✓ rely on AI for financial or market analysis

CONTENT WE CAN REVIEW

Board papers	Executive briefings	Financial commentary	Forecasts	Business plans	Policies & procedures
Compliance reports	Advisory reports	Proposals	Due-diligence reports	White papers	Thought leadership
Website content	Customer communications				

COMPOSITE CASE STUDY

When the citations looked real

A composite Caribbean professional-services organization used generative AI to accelerate research and drafting. A major external report contained detailed market commentary, statistics and academic-style references, and appeared highly professional. During final review, several cited publications could not be located.

THE CONTROLS INTRODUCED

Mandatory source capture	Citation verification	Risk-based content classification	Reviewer sign-off	Evidence retention
Confidential-information rules	Escalation of unresolved claims	Enhanced approval for higher-risk publications		

The principal benefit was not correcting one report. It was **creating a repeatable control environment for AI-assisted professional content.**

Anonymised composite illustration. It does not represent a specific client engagement.

Four ways to engage.

OPTION 1

AI Content Integrity Diagnostic

A focused review of current AI-assisted content-generation practices, risks and controls.

OPTION 2

Document-Level Assurance Review

Independent review of a specific high-value or high-risk document before publication or submission.

OPTION 3

Content Integrity Control Framework

Design and implementation of policies, review procedures, source-verification controls and approval workflows.

OPTION 4

Ongoing Content Assurance Support

Periodic review of higher-risk AI-assisted publications, reports and professional deliverables.

THE DIAGNOSTIC EXAMINES

AI content-generation practices	Hallucination risk	Evidence retention
Source-verification procedures	Human oversight	Documentation
Citation controls	Confidentiality	Disclosure practices
Provenance	Approval workflows	Assurance readiness

START HERE

Request the Dawgen AI Content Integrity Diagnostic.

The result is a prioritized roadmap for strengthening the reliability and defensibility of AI-assisted organizational content.

Web
dawgen.global
Contact
dawgen.global/contact-us

Email
info@dawgen.global
Head Office
47 Trinidad Terrace, New Kingston, Jamaica

Caribbean
876-929-3670 • 876-929-3870
USA
855-354-2447



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**AI may generate the content.
Dawgen helps you decide whether to rely on it.**