FREE FIELD SHEET · Nº 059
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KEYWORD RULES

CLAUDE USAGE POLICY CHECKLIST FOR MARKETERS

Check your Claude-based content and publishing workflow against the Oct 8 update before it flags your account.

CHECKS	DO FIRST	PARTS	COST
12	3	4	Free



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Anthropic updated its usage policy on October 8. The update explicitly bans seeding search and AI answer sources with misleading content, and it also removes automated publishing from the high-risk list. Here is what changed and a checklist to see which side of the new line your workflow is on.

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TICK IT ON YOUR PHONE
youtube.hamzajameel.com/free/rules-59

PART 1 OF 4 — 2 CHECKS

What changed (Oct 8 Anthropic usage policy update)

- [ ] 1.1

Anthropic's updated usage policy now names seeding search and AI answer sources with misleading content as a banned use.

This is a new, explicit callout in the policy update, as reported by Search Engine Journal.

- [ ] 1.2

The update removes automated publishing from the policy's high-risk list.

Per the source, automated publishing is no longer categorized as high-risk under the revised policy, which changes how that use is treated compared to before.

PART 2 OF 4 — 4 CHECKS

Check your content workflow for banned 'seeding' practices

- [ ] 2.1 DO FIRST

Review whether you use Claude to generate content designed to influence AI search answers with misleading claims.

The policy update specifically targets content seeded to sway AI answers with misleading information. If your workflow does this, it is now explicitly against policy.

- [ ] 2.2

Audit any Claude-generated content that cites sources, statistics, or claims meant to shape how AI models answer questions about your brand or industry.

Look for any instance where content was created primarily to plant a narrative or data point for AI systems to pick up, rather than to inform human readers.

- [ ] 2.3 DO FIRST

Stop any workflow step that creates fake or misleading source material intended to be indexed or cited by AI answer engines.

This is the core behavior the Oct 8 update bans. If this exists anywhere in your pipeline, it needs to be removed.

- [ ] 2.4

Document what your Claude-based workflow actually produces and how it is used downstream.

Having a clear record of your process and its purpose helps you confirm, and show if asked, that your use does not match the banned seeding behavior.

PART 3 OF 4 — 3 CHECKS

Review your automated publishing setup

- [ ] 3.1 DO FIRST

Note that automated publishing is no longer on Anthropic's high-risk use list under the Oct 8 policy.

This is a factual change in classification reported by the source; it does not mean every automated publishing use is automatically compliant with all other parts of the policy.

- [ ] 3.2

Re-check your automated publishing workflow against the rest of the usage policy, not just the high-risk list.

A use being removed from the high-risk category does not exempt it from other policy rules, including the new ban on misleading content meant to sway AI answers.

- [ ] 3.3

Confirm the content your automated pipeline publishes is accurate and not designed to mislead AI systems or readers.

Since seeding misleading content is now explicitly banned, automated publishing pipelines should be checked for accuracy and intent, not just approved because the classification changed.

PART 4 OF 4 — 3 CHECKS

General due diligence before you continue or scale your workflow

- [ ] 4.1

Read Anthropic's current usage policy in full rather than relying on summaries.

Policy wording determines what is and is not allowed; a checklist or article summary can miss details relevant to your specific workflow.

- [ ] 4.2

Identify every point in your content and publishing pipeline where Claude output could be interpreted as seeding sources for AI answers.

Map each step from content generation to publishing to citation, and flag any step that creates material whose main purpose is to influence AI answer engines.

- [ ] 4.3

Keep a record of the date you reviewed your workflow against the Oct 8 policy update.

If your account is ever flagged, having documentation of when and how you checked your workflow against the current policy is useful.

WANT ME TO LOOK AT YOURS?

If you have gone through this and want a second pair of eyes, book a free call. We open the account together and look at what is actually happening. No deck, no pitch.

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SOURCES

1. https://www.searchenginejournal.com/claude-rules-fake-sources-ai-answers/592456/