

# ElevenLabs Plan & Voice-Cloning Consent Checklist

2026 plans, instant vs professional cloning, and the consent + disclosure pre-flight

## 1 · The 2026 plan ladder

Plan	Price/mo	Credits	Cloning / extras	Commercial
<b>Free</b>	\$0	10k	None	No
<b>Starter</b>	\$6	30k	Instant clone	Yes
<b>Creator</b>	\$22*	121k	+ Professional clone	Yes
<b>Pro</b>	\$99	600k	Professional clone	Yes
<b>Scale</b>	\$299	1.8M	+ 3 seats, 3 PVCs	Yes
<b>Business</b>	\$990	6M	+ 10 seats, 10 PVCs	Yes
<b>Enterprise</b>	custom	custom	+ HIPAA BAA, SSO	Yes

Read from the ElevenLabs pricing page, May 2026. \*Creator first month \$11. ~1,000 credits ≈ 1 minute (Multilingual); Flash/Turbo ~half a credit per character; annual billing saves ~2 months.

## 2 · Instant vs professional voice cloning

Criterion	Instant clone (IVC)	Professional clone (PVC)
<b>Audio needed</b>	As little as ~30 seconds	~30 minutes of clean audio
<b>How it works</b>	Few-shot reference at speaking time	Fine-tunes the model's settings
<b>Build time</b>	Seconds	Minutes
<b>Minimum plan</b>	Starter (\$6)	Creator (\$22)
<b>Consent check</b>	Confirmation checkbox	Voice-CAPTCHA: read text aloud

## 3 · Consent & disclosure pre-flight before you ship

- Confirmed you need a specific person's voice — if any good voice will do, use a stock or Voice Library voice instead.
- Chose the plan by real monthly minutes: compared base price + overage against the next tier up (and the cheaper Flash model).
- Confirmed the free tier is prototype-only — no commercial rights; the commercial entry point is Starter (\$6).
- Picked instant vs professional cloning per use case (fast/low-stakes vs the voice the product depends on).
- Captured explicit, written, scoped consent from the person: which voice, which uses, how long, right to revoke.
- Added a synthetic-voice clause to any voice-actor / presenter / employee contract — a generic release rarely covers cloning.
- Understood the platform blocks celebrity and political voices and moderates content — do not design around those uses.
- Treated the platform's consent checkbox as ElevenLabs' protection, not yours — kept your own permission record.
- Built an AI-generated disclosure surface for EU users (EU AI Act Article 50, effective 2 Aug 2026).
- Readied a notice-and-takedown path for a NO FAKES-style request — designate an agent and a repeat-offender policy.