CEPIC guidelines on provenance and trusted content in the age of generative AI

Generative AI is now part of the visual content licensing industry. To ensure that we remain a robust and trustworthy industry, CEPIC considers it is essential that the same high standards of reliability, transparency and legal compliance are applied to human-made content and content produced using AI tools.

CEPIC recommendations for visual content creators and licensing agencies:

1. Only license legally compliant content, in respect of copyright, GDPR, privacy, online safety and commercial restrictions, and any generative AI regulation. Respecting law is an essential mark of professionalism and accountability.

2. Publish a statement on your website outlining your position on Generative AI. Making it clear to both customers and contributors whether or not you accept and/or license generative AI content. You should also be clear on whether you will allow editing using AI tools.

3. Ensure trust, authentication and transparency by including easily accessible complete information in the metadata attached to visual content, making it clear the source of the content and, if possible, supporting information such as where and when it was captured.

4. Build, monitor and maintain a network of trusted contributors and agencies to support accurate sourcing and accurate metadata and labelling, and legally compliant licensing.

5. Any content created or edited using generative AI should be clearly labelled, with the model or tool named if possible. CEPIC advises only using models which are trained on licensed data, preferably your own data.

6. Do not rely solely on generative AI detectors to filter and tag content as these are not yet totally reliable.

7. For greater transparency, if you create or license content made or edited using generative AI, present it in a separate collection.

8. Consider that the use of Generative AI in editorial or news, sport and entertainment content is not appropriate or trustworthy when representing factual events, people and places.

9. Ensure a fair and balanced value chain all along the creation and licensing process, through fair remuneration and consistent adherence to your own stated position on AI.

10. Value your content, consider it an extremely valuable resource that should not be given away without authorisation, rights clearance or remuneration.

11. To protect your content, review the permissions granted in the robot.txt on your website, in your terms and conditions and in your license agreements.

12. Remain aware of technical, or other developments that could improve the protection and trustworthiness of your content.

For further support or advice, please reach out to CEPIC.