

Representing the Picture Industry in the Age of AI

Trade association based in Brussels and representing the picture industry including Shutterstock, Getty Images and news agencies such as Abacca, SIPA Press and AFP in France.

More than 300.000 photographers and video-graphers, many of them working with AI tools. Our main objective is to work on legislation for an optimal digital ecosystem which works for all, not just a few.

Our member associations are:



Bundesverband
professioneller
Bildanbieter



sab www.sab-photo.ch
Schweizerische Arbeitsgemeinschaft
der Bild-Agenturen und -Archive
Association Suisse des Banques
d'Images et Archives Photographiques



CEPIC

VISUAL CONTENT MATTERS



SYLVIE FODOR, EXECUTIVE DIRECTOR
NOVEMBER 2025 | ONDAM PARIS 2025

At the Heart of AI and Visual Media Policy

Working on AI Legislation

- AI Act
- AI Opt-Out Registry
- AI remuneration
- Transparency

Working on Projects

Partners in Provenance for Trust
on Provenance, Labellisation,
fighting against Disinformation



The Development of Recommendations & Guidelines

1. CEPIC Guidelines on Provenance and Trusted Content in the Age of Generative AI (2025)
2. AI Ethical Guidelines for Responsible Re-Use and Production of Visual Content (2022)

Dissemination & Awareness Raising

- Online Webinars
- In-person Conferences

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CEPIC 2026 GUIDELINES

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AI ETHICAL GUIDELINES FOR RESPONSIBLE RE-USE AND PRODUCTION OF VISUAL CONTENT

I. Preamble

Visual Content is facing a revolution.

Artificial intelligence has the potential to foster innovation, cultural development, growth, and prosperity thereby benefiting society at large including creators. However, if not used responsibly, AI generated products may cause unintentional harms, stifle innovation and growth and seriously infringe individual personal rights. These harms include:

- Fake news
- Infringement of Third-Party Rights, including copyright
- Bias and Diversity issues
- Hampering sustainable innovation by providing a competitive edge to irresponsible companies

It is important that companies who provide AI generated products respect core principles, so the benefits of AI products outdo the harms that may be caused.

Our primary concern relates to collection/ sourcing of datasets. Data are like natural resources we exploit; any exploitation needs to be done in a sustainable way to preserve the future of the natural resources, i.e. the visual works used by artificial intelligence for training. These resources must be supported to ensure they can renew and continue to sustain future AI training and accuracy. Thirty years of development on the Internet have shown that proper licensing of visual data is the best way forward to create a sustainable digital environment in which creators may thrive. A better, responsible, and sustainable AI will allow creators to create more, produce more AI.

These Guidelines are written with the goal to minimise the risk of unintentional harms when:

- 1) collecting/ sourcing existing visual data to train algorithms, commonly known as DATASCRAPING and
- 2) creating or producing new visual data using artificial intelligence (GenAI)

The entire value chain should be accountable, from using existing data to train the algorithm to its publication. This document aims to answer the questions of investors in and producers of AI-generated visual content as well as its users.

These Guidelines focus on Visual Media and recognise that the same rules may not be applied equally to all Creative Content and to Editorial Content.

II. Definitions

- **Data** in this document is defined as information derived from visual media, including its metadata (i.e. data about data), whether embedded, linked attached to the main file or in any other form.

- **Data Collection** is defined as the process of sourcing visual data (input data) in a systematic manner from numerous different databases to train algorithms for data mining purposes that will be used either to alter other visual media or to produce new data (output data including Synthetic Content). Visual Data are usually collected on open and freely accessible websites.

- **Data Production** is defined as the generation of visual media content which includes already existing visual media content.

- **Public data** is defined as information that an individual user with a personal computer, tablet or mobile device can access without restriction, and where the data is accessible to all. This does not mean that it is part of the Public Domain. Visual data protected by copyright may be freely accessible. This does not mean that they are also free to reproduce and distribute.

- **Generative visual content** is defined as any piece of media or content which had been either entirely generated by, or altered through, a trained neural network (AI) to such a significant degree that the original nature of the expression of the media is noticeably different.

- **Third Party Rights** include all Intellectual Property

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.



Guidelines on Provenance and Trusted Content

Our AI Guidelines are available at the CEPIC stand in both English and French.

They provide clear, practical recommendations to help visual creators and agencies ensure transparency, legal compliance, and trusted content in the age of generative AI.

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