

Conditions for Granting the No AI Declaration™ Mark – Category No. 4: Intangible Services

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1. General Introduction

No AI Declaration™ is a public statement by an individual or company that, within a specific area of activity, **it does not use artificial intelligence (AI) tools**.

The declaration is public, open, and entered into the No AI Movement™ register. Each granted declaration receives a unique identification number and is cryptographically anchored (hash) in a selected blockchain network, which enables independent confirmation of its integrity and issuance date (details in the No AI Movement™ technical specification).

The category “Intangible Services” covers such services as preparing legal opinions, translations, copywriting, studies, analyses, reports, expert content and social media content, as well as other similar services. A declaration in this category confirms that such services have been carried out solely by a human – without AI support in creation, editing, or substantive analysis.

2. Definitions

- **Artificial Intelligence (AI)** – solutions based on machine learning or generative models (including LLM, NLU/NLP, translation and analytical systems) capable of automatically creating, transforming, translating, or analyzing content.

- **Intangible services** – activities involving the creation or development of intellectual content (e.g. legal opinions, translations, reports, analyses, copywriting, studies).
- **Human-Performed Work (Human Authorship)** – a status in which the service content (e.g., opinion, translation, analysis, study, text, social media content) is prepared entirely by a human, without the use of AI in creation, translation, editing, analysis, or paraphrasing; only technical/organizational actions (including spelling checks) are permitted, provided they do not affect the content, style, tone, or meaning.

3. General Rules for the “Intangible Services” Category

The right to use the No AI Declaration™ mark may only be granted to entities that:

- prepare content (opinions, translations, analyses, reports, texts) exclusively through human work,
- do not use generative AI tools (e.g. ChatGPT, Gemini, Claude, DeepL Write) in the process of creating, translating, or editing content,
- ensure that every service delivered to the client is the result of human authorship, without automatic suggestions or rewriting by AI.

The Declarant undertakes that:

- they understand what the use of AI in the context of intangible services means,
- they do not use AI to generate, translate, or substantively analyze content,
- they have read this document and accept its terms,
- they bear full responsibility for the accuracy of the declaration.

4. Typical AI Applications in Intangible Services (Prohibited)

No AI Declaration™ excludes, among others, the use of:

- generating text content (e.g. articles, reports, analyses, legal opinions, marketing materials) by language models,

- automatic translations performed by AI (e.g. DeepL, Google Translate, ChatGPT Translate),
- paraphrasing, rewriting, or summarizing texts using AI tools,
- automatic analysis and interpretation of data (e.g. AI for market, legal, financial, or linguistic analysis),
- creating studies, recommendations, or scenarios by AI,
- copywriting content creation and editing with AI assistance,
- using AI to prepare expert, legal, economic, or scientific opinions.

Clause: the above list is illustrative and not exhaustive. The ban applies to all AI solutions performing equivalent functions, regardless of their trade name.

5. Permissible AI Applications – Applicable to All Categories

AI may be used in areas that do not affect the content, form, or execution of the work covered by the declaration.

Permissible applications include:

- education and self-learning (e.g. studying theory, history, techniques, and concepts related to the given field of activity),
- searching for information and inspiration (e.g. obtaining source data, auxiliary materials, examples, comparisons, trends),
- organizational and technical support (e.g. work planning, file management, provided it does not affect the content of the work/service),
- system and technological support (e.g. user interface handling, error detection, application translation, AI technical assistance in work environment operations).

6. Permissible AI Applications – Category: Intangible Services

AI may only be used in auxiliary activities that do not interfere with the substantive content of the final deliverable. In particular, the following are allowed:

- supporting work organization (e.g. calendars, reminders),
- checking language correctness (spelling, punctuation, basic grammar), including with AI tools,
- generating aggregate statistical reports or data tables – provided that interpretation and description are prepared by a human,
- technical assistance in formatting and preparing files (e.g. document layout, metadata editing).

7. Final Remarks

The following rule applies in all situations:

AI may not be used to create, edit, translate, analyze, or paraphrase the content constituting the intangible service.

Permissible activities are exclusively organizational, technical, or linguistic in nature and do not affect the substantive content of the deliverable.

8. Conditions for Granting the Right to Use the No AI Declaration™ Mark

To obtain the right to use the No AI Declaration™ mark in the “Intangible Services” category, the following conditions must be met:

- The entire service content (opinion, translation, analysis, study, text) has been prepared by a human,
- no part of the content has been generated or transformed by AI,
- AI tools may only be used for language correction or technical/organizational support,
- The Declarant can describe the process of service preparation and confirm its authenticity,
- The No AI Declaration™ mark may not be used in connection with activities where the service content has been even partially generated by AI.

No AI Movement™ may determine the validity period of the declaration and the procedure for its renewal, including the requirement to update statements and possible administrative fees.

9. Procedure for Obtaining the Right to Use the No AI Declaration™ Mark

- reading this document,
- completing the online form,
- submitting a statement of compliance with the conditions,
- receiving a declaration number and PDF document,
- entry into the public register of No AI Movement™ declarations.

10. Rules for Using the No AI Declaration™ Mark

- The mark must be used in its original form, with preservation of clear space; it may not be combined with other marks into a single composite mark.
- The digital version of the mark should link to the entry in the public declaration register.
- It is prohibited to suggest that No AI Declaration™ is an official or governmental certificate.

11. Verification and Responsibility

Declarations may be verified randomly or in the following cases:

- suspected abuse,
- public violation of the rules,
- changes in the way the activity covered by the given category is conducted.

In case of violation:

- in minor cases, No AI Movement™ may issue a warning and corrective period (7–14 days),
- in cases of material or repeated violation, the declaration may be suspended or revoked with immediate effect,
- the declarant has the right to appeal within 14 days; the appeal is reviewed by the No AI Movement™ verification team.

The declarant undertakes to inform the organizer of any material changes and to cooperate during possible verification.

No AI Declaration™

Document developed under the No AI Movement™ system.

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