
Conditions for Granting the No AI Declaration™ Mark

Category 1: Creators and Artists / Subcategory: Film and editing (including content for platforms such as YouTube)

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1. Introduction

This document is a supplement to the general conditions of Category 1 "Creators and Artists" and defines specific rules for the subcategory Film and editing (including content for platforms such as YouTube). All provisions of the main Category 1 document apply, complemented by the conditions set out below.

2. Typical AI Applications (Prohibited)

Within the Film and editing subcategory, the following uses of AI are considered prohibited, among others:

- generating film scenes, video animations, or frames using AI systems,
- automatic creation of dialogues, narration, or storylines by AI,
- creative transformations of video material (e.g., adding elements, creating realistic shots, significant alteration of characters or environments),
- applying AI algorithms for the automatic creation of film styles, special effects, or artistic editing,

- using cameras, recording devices, or editing software equipped with AI modules that significantly interfere with visual or audio content (e.g., generating backgrounds, automatically replacing image elements, creating voices).

Clause: the above list is illustrative and not exhaustive.

3. Permissible AI Applications (Auxiliary)

AI may only be used for technical and organizational purposes that do not affect the content or artistic value of the film, in particular:

- cataloguing video files and assigning metadata,
- automatic correction of exposure, image stabilization, or audio noise reduction – provided these are deterministic processes,
- automatic creation of technical thumbnails (e.g., clip previews, not promotional graphics),
- organizational support in production and post-production processes (e.g., archiving, versioning, scheduling).

4. Specific Rules for the Film and editing Subcategory

- The creative process, including directing, recording, and editing, must be entirely human-made.
- Films or video materials generated or co-created by AI may not be presented as covered by the declaration.
- AI tools may only serve auxiliary roles – technical and organizational.

No AI Declaration™

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