

Conditions for Granting the No AI Declaration™ Mark

Category 1: Creators and Artists / Subcategory: Voice-over and narration

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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 Voice-over and narration. All provisions of the main Category 1 document apply, complemented by the conditions set out below.

2. Typical AI Applications (Prohibited)

Within the Voice-over and narration subcategory, the following uses of AI are considered prohibited, among others:

- generating voice recordings, narration, or dubbing using AI systems (e.g., synthetic voices, voice cloning),
- automatic creation of intonation, modulation, or emotions in the voice by AI tools,
- transforming or stylizing a voice-over recording in a significant way using AI systems,
- using recording software equipped with AI modules that generate or significantly interfere with vocal content.

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 recording, in particular:

- cataloguing and archiving audio files,
- automatic noise reduction, loudness normalization, or sound stabilization – provided these are deterministic processes,
- file format conversion and technical optimization of recordings,
- organizational support in managing studio work (e.g., session scheduling, managing recording libraries).

4. Specific Rules for the Voice-over and narration Subcategory

- The creative process of voice recording, interpretation, and performance must be entirely human-made.
- Recordings 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.
- The declarant undertakes to clearly communicate that their voice-over work is not the result of synthetic voice technologies.

No AI Declaration™

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