



Ground Control Studios Limited

Ground Control Policy on Artificial Intelligence

January 2024

Purpose

This policy outlines the guidelines for the ethical and responsible use of Artificial Intelligence (AI) technologies within Ground Control Studios LTD (Ground Control). Our objective is to leverage AI to enhance creativity, streamline workflows, and maintain the highest standards of quality and originality in our projects, while safeguarding the ethical considerations of its use.

Scope

This policy applies to all employees, contractors, freelancers, and partners working on projects on behalf of Ground Control. It encompasses the use of AI in content creation, post-production, marketing, and operational activities.

Guiding Principles for AI Use

- 1. Enhancement, Not Replacement** AI should be used as a tool to augment human creativity and productivity, not as a replacement for the artistic vision or craftsmanship of our creative team. We believe in the power of human ideas and ingenuity, and AI should serve to amplify, not diminish, that power.
- 2. Transparency and Ethical Use** Any use of AI in the production process must be transparent, especially when it has the potential to impact the authenticity or originality of the final product. We will be upfront with clients and collaborators when AI tools are utilized in the creative process.
- 3. Protection of Intellectual Property and Creative Integrity** AI should be used with respect to the ownership of intellectual property, both our own and that of third parties. No AI-generated content should infringe upon copyrighted material, and strict adherence to licensing laws and agreements must be maintained.

4. **Data Privacy and Confidentiality** The use of AI technologies, particularly those involving machine learning or data analytics, must comply with all relevant data protection regulations (e.g., GDPR, CCPA). Personal data or sensitive client information must never be used without explicit consent and must be stored securely to avoid any unauthorized use or exposure.
5. **Responsibility for Final Output** All content created with the assistance of AI will be subject to rigorous review by human team members. Human oversight is required to ensure the quality, integrity, and ethical standards of our final outputs. Final responsibility for any project rests with the team overseeing it, not the AI system.

AI in Creative Content Development

1. **AI-Generated Imagery and Video** AI tools may be used to generate visual content (e.g., mock-ups, animations, or design concepts). However, the creative intent and artistic direction will always be human-led. AI should be viewed as a support to expedite production timelines or enhance visual possibilities, not as a primary creator.
2. **Scriptwriting and Copywriting** AI can assist in generating initial drafts, ideas, or brainstorming for copywriting or scriptwriting. However, human writers will refine, edit, and finalize all written material to ensure it aligns with our creative vision and the unique voice of each project.
3. **Post-Production and Editing** AI-based tools have been used for many years in post production. In particular they may be used to streamline post-production tasks such as color grading, sound mixing, video editing or VFX. Despite these efficiencies, all final decisions on creative edits, cuts, and effects will be made by human editors to maintain creative control.

AI in Business Operations

1. **Project Management** AI may be used to enhance project management workflows, including automating administrative tasks, tracking project timelines, and optimizing resource allocation. However, human oversight is required to ensure the accuracy of data and effective decision-making.
2. **Client Communications** AI tools, such as automated email systems, may be employed for client communication on routine tasks, but first and foremost humans will maintain personal relationships and handle more complex client interactions.



Training and Skills Development

All employees and collaborators will receive training on how to ethically and effectively use AI tools in their respective areas. We are committed to ensuring that our team members stay informed about the evolving capabilities and limitations of AI in production, as well as the ethical implications of its use.

Compliance and Accountability

Any misuse of AI technologies that violates this policy or impacts the integrity of Ground Control will be addressed promptly. Violations may result in disciplinary actions, up to and including termination of contracts or employment. All users of AI are responsible for complying with applicable laws and ethical guidelines concerning the use of AI.

Review and Updates

This AI Usage Policy will be reviewed as and when appropriate to ensure that it remains aligned with industry best practices, technological advancements, ethics, and legal requirements.

Conclusion

AI offers exciting possibilities for enhancing our creative work and streamlining operations. However, its use must always align with our core values of creativity, ethics, and quality. We will continue to explore AI's potential while ensuring it is used in ways that respect human talent, originality, and trust.