

Ethical AI Statement

Company name

Ethicly.AI

Website

<https://ethicly.ai>

1. Creativity and Authenticity Assurance

- We can use AI to **explore new ideas and concepts**, such as business strategies, marketing campaigns, or creative writing. AI helps expand the range of possibilities, but the final creative process remains led by humans.
- We can use AI to **inspire** us with new design styles or in the creation of new visual concepts. However, these concepts are merely a starting point, and the adjustments made by humans ensure the visual authenticity and identity of the project.

2. Text Generation

- All texts are initially drafted by humans and go through a manual review process. AI may be consulted for specific suggestions on stylistic improvements and clarity, but never to rewrite or significantly alter the original content.
- AI can be used to check for grammatical errors and suggest minor corrections. All suggestions are critically reviewed by humans before being applied.
- In texts of a technical nature or that require a high level of rigor, all AI suggestions are carefully validated by human experts, ensuring that all sources are verified and that the information is accurate and reliable.
- Any text that contains parts edited or adjusted with the assistance of AI is clearly identified, with due transparency, so that users know when and how AI was used, even if only for superficial improvements.

3. Image Creation

- Although we deeply value the work of human photographers, in specific situations we may use AI to generate images that complement the visual needs of our projects.
- We are committed to never using AI to generate manipulated images with the intent to deceive or distort the truth, such as with deepfakes. We guarantee that any use of AI is transparent and ethical, without compromising the trust of our users.

4. Image Editing

- All images used in our digital and physical media are exclusively created by human photographers. We never use AI tools at any stage of the image generation process.

5. Video Creation

- All of our video production is carried out exclusively by humans, without the use of AI tools at any stage of the video creation process.

6. Music Creation

- We never use AI to generate music for our digital media, ensuring that all of our musical production is carried out exclusively by humans.

7. Voice Simulation

- We never use AI to generate human voices for our digital media, ensuring that all voices used are generated by humans.

8. Video and Audio Editing

- All video and sound editing is performed exclusively by humans, and we never use AI tools to carry out these

edits."

9. Code Development & Enhancement

- We see AI tools as **support** for programmers work, helping to deliver a product with a lower probability of errors and flaws, but the process always remains under human supervision and control.
- AI may check whether our code is correct, and if there are suggestions for improvements, these are carefully considered and implemented only after validation by humans.
- The use of AI to create code for malicious or illegal purposes is completely outside our principles and practices, and all projects are monitored to ensure ethical compliance.