

AI, Authenticity & Human-Centred Creation Policy

People First. Stories First.

At **I Love That Productions**, we believe stories matter because people matter. Technology has always helped storytellers reach audiences, and Artificial Intelligence is part of that evolution. We believe AI has the potential to improve efficiency, increase access to knowledge, and create new opportunities for creativity and collaboration.

At the same time, we believe that imagination, taste, lived experience, empathy, and human connection cannot be automated.

OUR VISION

Human + AI

Technology should support people, not replace them. Our vision is not Human versus AI.

Our Values

We are guided by four core principles:

Authenticity

Real stories, real emotions, and human creativity remain at the heart of our work.

Transparency

We believe in being open about how tools are used and in maintaining trust with clients, audiences, and collaborators.

Responsibility

AI is powerful and evolving. We strive to use it thoughtfully, ethically, and with respect for the people whose stories we tell.

Stewardship

We recognise that creative industries are built by artists, writers, directors, editors, designers, and craftspeople. We want technology to strengthen creative communities, not diminish them.

How We Use AI

We view AI as a tool that enhances human capability rather than replacing human creativity. We welcome the thoughtful use of AI for:

- Research and information gathering.
- Treatments, references, moodboards and creative exploration intended to guide human work.
- Data processing and analysis.
- Scheduling, budgeting and project management.
- Administrative and organisational tasks.
- Workflow and productivity support.

Human Creativity Matters

We value original thought, craftsmanship and artistic voice. Creative deliverables should primarily reflect the skill, judgement and authorship of the people who create them. Where AI is used in the creative process, we encourage openness and transparency so that clients, audiences and collaborators understand how the work has been made.

Confidentiality and Intellectual Property

We recognise that AI technologies and the laws surrounding them are evolving rapidly. Many AI systems are operated by third parties and may process information according to their own terms and conditions. Because confidentiality, copyright, ownership and intellectual property rights differ between platforms and jurisdictions, we encourage everyone working with us to stay informed and to exercise care when using these tools.

Data Protection & Client Trust

Out of respect for our clients, collaborators and contributors, we ask that confidential information, unreleased material, scripts, footage, budgets, personal information and production documents are **not uploaded to AI platforms** without prior permission and careful consideration.

Protecting trust remains more important than convenience.

Looking Forward

We believe AI will become an important part of the future of storytelling. Our hope is that it creates more opportunities for creators, not fewer; that it expands human potential rather than replacing it; and that it helps us tell stories with greater reach, accessibility and impact.

People First. Stories First. Humanity First.