

NETFLIX'S GEN AI: CREATIVE AID, STRICT GUARDRAILS.

NEW RULES FOR PARTNERS, VFX VENDORS!

AI IS A CREATIVE AID, BUT WITH STRICT GUARDRAILS!

NETFLIX AI GUIDELINES

ALL PARTNERS MUST COMPLY TO PROTECT COPYRIGHT, TALENT, & TRUST.

THE 5 CORE GUIDING PRINCIPLES (THE CODE)

- NO COPYRIGHT INFRINGEMENT!** AI MUST NOT REPLICATE OWNED WORKS.
- DATA SECURITY!** DON'T TRAIN ON NETFLIX DATA.
- ENTERPRISE SECURITY!** USE SECURED ENVIRONMENTS.
- HUMAN OVERSIGHT!** AI IS TEMPORARY, FINAL CONTENT NEEDS HUMANS.
- ENTERPRISE SECURITY!** USE SECURED ENVIRONMENTS.
- DISCLOSURE IS STILL MANDATORY!** CHECK FIRST!
- RESPECT FOR TALENT!** DON'T REPLACE PERFORMANCES WITHOUT CONSENT.

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DATA SECURITY! DON'T TRAIN ON NETFLIX DATA.

ENTERPRISE SECURITY! USE SECURED ENVIRONMENTS.

HIGH RISK: REQUIRES WRITTEN APPROVAL (THE RED ZONE)

FINAL AI ELEMENTS ON SCREEN.

FINAL AI DELIVERABLES

KEY CREATIVE ELEMENTS (MAIN CHARACTERS, SETTINGS).

PROPRIETARY ASSETS

SENSITIVE INPUTS (SCRIPTS, CAST DATA)

THIRD-PARTY IP REFERENCES.

DIGITAL REPLICAS (VOICE, LIKENESS)

MUST GET SPECIFIC WRITTEN PERMISSION BEFORE PROCEEDING!

LOW RISK: GENERALLY ALLOWED (THE GREEN ZONE)

IDEATION & PRE-PRODUCTION (MOOD BOARDS, CONCEPTS).

ROUGH DRAFTS (TEMPORARY PLACEHOLDERS).

BACKGROUND ELEMENTS (GENERIC ITEMS - CHECK FIRST!)

DISCLOSURE IS STILL MANDATORY!

TRANSPARENCY & TRUST.

MANDATORY DISCLOSURE! INFORM NETFLIX OF ANY INTENDED AI USE.

AUDIENCE TRUST! NO MISLEADING CONTENT (E.G., FAKE DOCUMENTARY FOOTAGE).

DECEPTIVE

FAKE NEWS

TALENT & UNION PROTECTIONS (THE SHIELD)

CONSENT IS MANDATORY FOR DIGITAL REPLICAS!

UNION JURISDICTION

AI CANNOT BYPASS UNION CONTRACTS (SAG-AFTRA, WGA)

HUMAN CREATIVITY & RIGHTS REMAIN PARAMOUNT.