AI production checklist

Settle these before anyone on the production uses an AI tool. Tick each line, name who signed it off, and keep the sheet with the production files.

Before you start

- ☐ Which AI tools will the production use, and for what (script, previs, VFX, voice, edit, admin)?
- ☐ Who on the production signs off each use? Name them.
- ☐ Have you read each tool's terms: who owns what it makes, and does it train on what you upload?

People

- ☐ Have cast and crew been told, in writing, where AI will be used?
- ☐ Is there written consent for any use of a person's face, voice or performance, including digital replicas?
- ☐ Does the consent say what, where, for how long, and how it's paid?
- ☐ Have you checked the current Equity and Bectu guidance for performers and crew?

Rights

- ☐ Is any input (scripts, footage, music, photos) owned or cleared by you?
- ☐ Can you show where every AI output came from if a broadcaster or insurer asks?
- ☐ Have you told your insurer and checked your E&O cover allows it?

Data

- ☐ Is any personal data going into the tool? If so, have you done a data protection check?
- ☐ Are unreleased scripts or footage going into a tool that stores them? Check the NDA.
- ☐ Where is the data held, and how do you delete it when you're done?

Credit and honesty

- ☐ Will the credits say where AI was used?
- ☐ Does any commissioner or festival you're aiming at have rules on AI? Check before you deliver.
- ☐ Keep a log: tool, date, what went in, what came out, who approved it.