



## **Protocol for Using AI-Generated Images of Children**

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In an effort to safeguard the privacy and well-being of children, our organization is committed to adopting ethical practices in the use of visual content. This protocol outlines the guidelines for utilizing AI-generated images of children, rather than real photographs, in our online content.

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### **Objective:**

To establish guidelines for using AI-generated images of children in place of photographs to reduce the risk of exploitation and to ensure ethical and equitable practices in online content.

### **Scope:**

This protocol applies to all departments and individuals involved in the creation, publication, and distribution of online content that features images of children.

### **Policy:**

#### **1. Purpose and Rationale:**

- To protect the privacy and safety of children by minimizing the use of real photographs.
- To leverage AI technology to create realistic and safe representations of children in various activities.

#### **2. AI Image Utilization:**

- Use AI-generated images for all online content that requires visuals of children.
- Ensure that AI-generated images are realistic, diverse, and inclusive, representing children of different backgrounds and abilities.

#### **3. Content Creation Guidelines:**

- Collaborate with AI image generation tools that comply with ethical standards and privacy regulations.

- Regularly update the AI-generated image library to include a wide range of activities and settings.
- Review and approve all AI-generated images before publication to ensure they meet quality and ethical standards.

**4. Privacy and Ethical Considerations:**

- Avoid using real photographs of children unless absolutely necessary and with explicit consent.
- Ensure that any real photographs used are anonymized and do not reveal identifiable information about the children.

**5. Awareness:**

- Raise awareness about the potential risks of using real photographs of children online and the benefits of using AI-generated images.

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**Implementation beginning in 2024:**

- All existing web content featuring real photographs will be updated and modified by January 1, 2027, to comply with these protocols
- By following this protocol, we aim to create a safer online environment for children while maintaining high standards of content quality and ethical responsibility.