



The fAIr Go For Voices Pledge

As Artificial Intelligence technology advances, exciting opportunities in workflow and efficiency present themselves, but so do the ethics surrounding the creation, training, and storage of Synthetic Voice Models and systems created using Generative AI.

When using Generative AI, the rights and treatment of those whose voices, talents and copyright are used to create synthetic voice clones should always be top of mind.

The audio production chain has always worked on an element of good-will and this evolution in technology, "Digital Doubles" created using Generative AI, is no exception.

AAVA graciously thanks the companies below who, in their best endeavours, commit to honour:

fAIr CONSENT

Using voice recordings or sound files for the creation, training, and modelling of AI, Machine Learning, and Synthetic Voice Models should be done with the active and informed consent of the performer.

fAIr CONTROL

Companies dealing with sound files or data containing the human voice to the best of their ability commit to safe storage and tracking of those files to prevent them being accessed by a third party, and the performer should always have the opportunity to opt-out of synthetic voice creation.

fAIr COMPENSATION

Performers should be fairly compensated according to a mutually agreed upon rate and rate structure when their voice or sound files are used for the creation, training, and modelling of AI Large Language Models, Machine Learning, and Synthetic Voice Models.

fAIr SOURCING

AI files used for the training and creation of AI / Synthetic Voice Models should be ethically sourced, with the knowledge that the person from whom the voice files were sourced gave informed and active consent.

fAIr TERMS

Any company which requires the signing of 'terms of service', will have clearly outlined terms of service which prohibit unauthorised use of a person's data and sound files for the creation and/or training of AI / synthetic voice models and machine learning, and the opportunity to opt-out.

By adding their names to this document, these companies are promising to uphold these ethical practices.

