



PARTH SOMPURA FILMS LLP

(ISO 9001:2015 Certified)



022-35752355/ +91 9892785258



info@parthsompurafilms.in



C38/39, 7th Floor, Parinee Crescenzo, G-Block, Bandra Kurla Complex, Mumbai - 400051



[www.parthsompurafilms.in](http://www.parthsompurafilms.in)

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## Ethical AI & Post-Production Policy

### 1. Purpose

Parth Sompura Films LLP (“the Firm”) embraces the use of Artificial Intelligence (“AI”) to enhance the quality, efficiency, and creativity of our post-production workflows. This Policy establishes clear standards for the ethical, transparent, and legally compliant use of AI tools while protecting client interests and creative integrity.

### 2. Scope

This Policy applies to:

- All employees, directors, and partners
- Freelancers, editors, and post-production specialists
- Vendors and third-party service providers involved in post-production

### 3. Definition of AI Tools

For the purposes of this Policy, **AI tools** include but are not limited to:

- Automated video or audio editing software
- AI-driven color correction and enhancement platforms
- Voice enhancement and transcription solutions
- Image clean-up, restoration, or upscaling tools
- Translation and subtitle generation systems

### 4. Licensing and Compliance

- All AI tools deployed in post-production shall be:
  - **Legally licensed and verified for commercial use**
  - Used strictly within the scope of their licenses and terms of service
- The Firm prohibits the use of unlicensed, pirated, or unauthorized AI software.

### 5. Data Protection and Confidentiality

- Under no circumstances shall client footage, scripts, or confidential materials be:
  - Uploaded to open-source AI training datasets

- Shared with AI platforms lacking robust data protection controls
- Used to train proprietary or third-party AI models without explicit written client consent
- All data must be handled in compliance with:
  - **The Information Technology Act, 2000**
  - Applicable data privacy regulations and client agreements

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## 6. Human Oversight and Creative Judgment

- AI shall serve as a **support mechanism**, not a replacement for human creativity, professional judgment, or artistic direction.
- Final decisions regarding:
  - Storytelling
  - Edits
  - Color grading
  - Sound design
  - Overall creative presentationwill be made by qualified human professionals.

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## 7. Transparency with Clients

- The Firm is committed to **transparent communication** about the use of AI tools in client projects.
- Clients will be:
  - Notified in advance where AI will be applied
  - Given the opportunity to ask questions or request clarifications
  - Provided with an overview of how AI processes support the project's goals

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## 8. Training and Awareness

- All employees and contractors involved in post-production must:
  - Complete training on this Policy
  - Understand the capabilities and limitations of AI tools
  - Recognize their responsibilities for safeguarding client content

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## 9. Incident Reporting

- Any suspected misuse, breach, or unauthorized AI data processing must be:
  - Reported immediately to the Managing Partner or designated Compliance Officer
  - Documented in an incident report
  - Investigated promptly to prevent recurrence

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## 10. Disciplinary Action

- Violation of this Policy may result in:
  - Disciplinary measures, including termination of employment or contracts
  - Legal action and recovery of damages
  - Reporting to regulatory authorities where required

## 11. Policy Review and Updates

This Policy shall be reviewed annually and updated as needed to reflect:

- Changes in technology
- Evolving legal standards
- Best practices in AI ethics and data security

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## 12. Acknowledgment

All employees, freelancers, and vendors must sign an acknowledgment confirming that they have read, understood, and agree to comply with this Policy.

**Parth Sompura Films LLP**



**Partner**