



PARTH SOMPURA FILMS LLP

(ISO 9001:2015 Certified)



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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
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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

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