PRO.YOUR LIFE

Ethical AI Principles

Our four commitments: ownership, consent, transparency, and a human in the loop.

INTRODUCTION

Technology serves the creator.

Four commitments guide how Pro.Your Life builds, recommends, and teaches with AI. They are also the standard we think every creator should hold AI companies to.

AI is changing how creative work is made, shared, and valued. Much of that change has been built on creative work that was taken without permission, credit, or pay. We do not accept that as the price of progress.

These principles are not a rejection of technology. We use it, teach it, and build with it. They are a line we draw around how it is used: the creator comes first, and a human decides.

01	**Artists retain ownership**	You keep what you make. Always.
02	**No scraping without consent**	Your work is never used to train models without explicit permission.
03	**Transparent datasets**	We disclose what data informs our tools, and where it comes from.
04	**Human in the loop by default**	AI assists. A human decides. Every time.

IN THIS SERIES

Ethical AI Principles is Volume 01 of the Pro.Your Life Ethical AI Library. Keep going with **AI as a Creative Tool** (Volume 02) and **Reading a Dataset** (Volume 03), free at proyourlife.org.

PRINCIPLE 01

Artists retain ownership

You keep what you make. Always.

When you use a creative tool, the work you make with it should belong to you. That includes what you put in, such as your lyrics, sketches, stems, and recordings, and what comes out when you are the one making the creative choices.

Many AI tools claim broad rights over what you upload or generate. Some reserve the right to use your inputs to train future models. Ownership should never be the hidden cost of using a tool.

OUR COMMITMENT

- Tools we build or recommend do not claim ownership of your inputs or your creative work.
- Your uploads are not used to train models unless you clearly choose to allow it.
- Terms are written in plain language, so you know what you are agreeing to.

ASK ANY AI TOOL

- Who owns what I upload?
- Who owns what I create with this tool?
- Can my inputs be used to train your models?

PRINCIPLE 02

No scraping without consent

Your work is never used to train models without explicit permission.

Scraping means automatically copying content from across the internet, often at enormous scale, to build training datasets. Much of today's generative AI was trained this way, on work that creators never agreed to share for that purpose.

Consent means asking first. It should be clear, informed, and specific, and it should be possible to say no without losing access to your own audience or tools. Opt out systems are better than nothing, but they put the burden on the creator. Opt in is the standard.

OUR COMMITMENT

- We do not support tools built on work taken without consent, where we can tell.
- We favor tools trained on licensed, public domain, or consented material.
- We teach creators how to protect their work from unwanted training.

ASK ANY AI TOOL

- Was this model trained on work used without permission?
- Is training opt in or opt out?
- How do I remove my work from future training?

PRINCIPLE 03

Transparent datasets

We disclose what data informs our tools, and where it comes from.

You cannot judge a tool's ethics if you cannot see what it was built from. Transparency means being open about what kinds of data trained a model, where it came from, and on what terms.

Transparency is also becoming law. In the European Union, providers of general purpose AI models must publish a summary of their training content. In California, developers of generative AI systems must post documentation about their training data. These are starting points, not finish lines.

OUR COMMITMENT

- We disclose the data sources behind any tool we build.
- We explain what we know, and what we do not know, about tools we recommend.
- We teach creators how to read a dataset disclosure. See **Reading a Dataset** (Volume 03).

ASK ANY AI TOOL

- What data was this model trained on?
- Where did that data come from, and under what license?
- Is there a public training data summary or model card?

PRINCIPLE 04

Human in the loop by default

AI assists. A human decides. Every time.

Creative work carries a person's taste, story, culture, and intent. AI can help with parts of the process, but the creative decisions belong to a human. That keeps the work meaningful, and it keeps it yours: U.S. copyright protects human authorship, not machine output.

Human in the loop by default means the tool never publishes, releases, or finalizes on its own. It means a person reviews, selects, changes, and approves. It means AI drafts and a human finishes.

OUR COMMITMENT

- Our programs use AI as a starting point, never the final word. See the Back to Human initiative.
- Every tool we build requires a human decision before anything is final.
- We teach creators to document their own creative choices.

ASK ANY AI TOOL

- Where are the human decisions in this process?
- Can I edit, reject, or override everything the tool produces?
- Would I be comfortable putting my name on this?

IN PRACTICE

Holding the line

Principles only matter if they change decisions. Here is how to use these four in your own creative life.

01 **Read the terms before you upload.**
Look for ownership, license, and training language. If a tool claims your work, find another tool.

02 **Choose tools that disclose their data.**
Favor tools that publish where their training data came from.

03 **Protect your catalog.**
Use opt out settings where they exist, add AI clauses to your contracts, and keep records of your work.

04 **Keep the decisions human.**
Use AI for drafts, references, and busywork. Make the creative calls yourself.

05 **Speak up.**
Ask platforms and companies the questions in this guide. Creators asking together changes practices.

> We do not build AI that replaces artists. We build AI that protects, augments, and respects them.

STAY IN THE WORK

Build, protect, and sustain your creative work.

Pro.Your Life is a nonprofit creative trust helping artists and creatives build, protect, and sustain their work in a technology driven world without losing ownership, culture, or humanity. We publish free educational resources, host workshops, and are building a global creative trust for the age of AI. Join the founding community at proyourlife.org.

This resource is education, not legal advice. Every contract and every situation is different. When real money or real rights are on the line, talk to a lawyer who works with creatives.

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