



Code of Ethics

Overview

Artificial Intelligence (AI) is increasingly becoming a part of our everyday lives. As artists and creatives, it is imperative that we remain transparent about how our work (in any medium) is created. Declaring the use or non-use of AI in the creative process shows the world that you maintain a higher standard of artistic integrity and creates trust with consumers.

Technology will continue to evolve and influence the way artists create their work. The Society for Artistic Integrity (SAI) seeks to work in harmony with this development while maintaining an ethical standard and transparency about the creative process, from concept to completion of each piece of art.

Foundation

The following provides the principles and foundational beliefs that make up the Code of Ethics for SAI Certified Members.

Mission: We set the standard for artists to build trust with their audience, collectors and consumers, while creating a space where art and technology can harmoniously coexist.

Vision: To be the premier source and trusted symbol of honest art creation.



Code of Ethics

Core Values:

Integrity - Integrity represents steadfast adherence to moral and ethical principles. It involves consistently acting in accordance with one's values and principles, even in the face of challenges or temptations. Integrity encompasses honesty, trustworthiness, and a strong sense of personal responsibility, forming the foundation for building trust, credibility, and respect in both personal and professional relationships. Integrity is the foundation of SAI.

Honesty - Always tell the truth and be sincere about your creative work. Honesty is being truthful and transparent in all interactions, actions, and communications. It involves the willingness to convey information with authenticity and without deception or manipulation. Honesty fosters trust, strengthens relationships, and builds a positive professional reputation.

Transparency - Transparency emphasizes openness and clarity in communication, decision-making processes, and transactions. It involves sharing information, intentions, and outcomes in a clear and accessible manner, without hidden agendas or secrets. Transparency fosters trust, accountability, and collaboration, enabling stronger relationships and providing the opportunity for more informed decisions based on the shared information.



Code of Ethics

Responsibilities

Responsibility to the Profession: Every SAI Certified Member has an influence on the perception of their given industry. Reputation is a priceless asset that must be protected through a brand that values integrity. By aligning with other artists and creatives, SAI Certified Members set the standard for the transparent use of AI within their industry.

Responsibility to the Public: SAI Certified Members have an obligation to collectors, viewers, readers, listeners and all consumers of creative works, as well as each other, to disclose their use or non-use of AI in their work so informed decisions about purchasing, watching, using, or other ways of engaging with the work can be made. As the creator of such work, it is the member's responsibility to uphold these core values and aim to promote a positive societal impact with their work.

Responsibility to Self: SAI Certified Members should remain true to themselves, their self-expression, and what they value most. This is shown through their creative work and is a reflection of the humanness or "soul" of the Member. By disclosing the use of AI in their work, they can separate their true selves from technological creations. Additionally, Members must also make a commitment to remain informed on issues regarding Artificial Intelligence since the technology is continuing to evolve and new software, laws, and tools could be forthcoming.



Code of Ethics

Conduct

Copyright, Disclosure, and Doing the Right Thing: Never knowingly infringe the intellectual property rights of other parties. SAI was established as a way to disclose AI in creative work, which may have been trained in a controversial manner. Laws have not caught up to technology so it is up to the artist or creative to do their best in disclosing their creative process as it relates to AI, and to always follow the terms of any AI generation software used.

Rules of Conduct: All SAI Certified® Members agree to abide by the Code of Ethics, Membership Agreement, and Guidelines Video in order to conduct themselves in alignment with the mission, vision and values of SAI.

Conclusion

Throughout all of known humankind, artists and creatives have been the original makers and authentic expression of the human condition. With the advent of AI, we now have obligations that extend beyond the ordinary ownership of works created since distinguishing between human-generated and AI-generated work is not always possible. It is the responsibility of the human to disclose the manner in which their work was created as a matter of integrity, honor for their profession/ the public / themselves, and to ensure lasting value of their work.

