



CLA Principles for Copyright and Generative AI

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CLA Principles for Copyright and Generative AI

CLA has developed a set of principles to provide a framework to promote the ethical, fair, safe and sustainable development and use of generative AI systems:

- **Compliance with Copyright law**
- **Creator choice**
- **Fair Remuneration and Compensation**
- **Transparency**
- **Attribution**
- **Authenticity**

CLA Principles for Copyright and Generative AI

- CLA has developed a set of principles to provide a framework to promote the ethical, fair, safe and sustainable development and use of generative AI systems.
- **Compliance with Copyright law** – the UK’s ‘gold-standard’ copyright framework must be respected and adhered to by generative AI systems which use rightsholders copyright-protected works to their economic benefit. Generative AI providers must have appropriate licences in place to govern the use of copyright-protected content in the training of their systems.
- **Creator choice** – permission is required for the use of rightsholders works by generative AI. It must be simple for rightsholders to communicate whether they want their works to be used for training generative AI before ingestion and training takes place, and rightsholders’ decisions must be respected.

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- **Fair Remuneration and Compensation** – If rightsholders choose to allow their works to be used to train generative AI, they must be remunerated fairly – and this extends to compensation for any retrospective, unauthorised use. The authors, artists and publishers that CLA represents rely on the revenue generated from licensing of their copyright not only to make a living but also to support the investment of time and resources needed to create new works.
- **Transparency** – As a minimum requirement, AI firms must be transparent about which copyright works have been ingested and used to train Large Language Models (LLMs) – including those LLMs currently in use. Accessible information on the copyright works ingested and used in training will help to ensure that rightsholders receive fair compensation, will help to mitigate risk of bias within machine learning systems, and will help users to make informed decisions about the trustworthiness and ethics of generative AI systems. The ability to scrutinise the use of copyright works is not only for the benefit of rightsholders but also for the users of generative AI.

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- **Attribution** – it must be clear whether a work has been created by a human, by generative AI, or is a hybrid creation. Rightsholders' works must be accurately attributed when included in generative AI outputs.
- **Authenticity** – it must be clear to an individual what outputs from generative AI are authentic and which are not. Any manipulation and / or use of copyright-protected works by generative AI systems should not undermine the integrity, accuracy or original meaning of the original works.



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