

Rebels & Realms Generative AI Policy

Table of Contents (*navigable*)

1. [Purpose & Position](#)
2. [Who This Policy Applies To](#)
3. [Eligibility Standards](#)
4. [What R&R Means by Generative AI](#)
5. [Prohibited Professional Uses](#)
6. [Generally Permitted Tools & Uses](#)
7. [Accessibility](#)
8. [Professional Social Media & Online Content](#)
9. [Commentary, Education, & Documentation](#)
10. [Inspiration, Reference Material, & Private Processes](#)
11. [Commissioned, Purchased, Licensed, & Third-Party Work](#)
12. [Third-Party Platform Content](#)
13. [Historical Content Remediation](#)
14. [Continuing Obligation After Acceptance](#)
15. [Reports & Concerns](#)
16. [Review & Verification](#)
17. [Cooperation & Timing](#)
18. [Temporary Measures During Review](#)
19. [Outcomes & Enforcement](#)
20. [False or Misleading Information](#)
21. [Good-Faith Reporting, Harassment, & Retaliation](#)
22. [Privacy & Public Communication](#)
23. [Monitoring & Limitations](#)
24. [Evolving Technology & Policy Interpretation](#)
25. [Applicant & Participant Responsibility](#)

1. Purpose & Position

Rebels & Realms (“R&R”) exists to celebrate, support, and create opportunities for human authors, artists, narrators, designers, creators, and other creative professionals.

Generative artificial intelligence presents significant ethical concerns for creative industries, including concerns surrounding the use of human-created works in the development and training of generative systems, the displacement and devaluation of creative labor, attribution and consent, and the commercialization of content generated in place of work created or performed by people.

For those reasons, the use of generative AI to produce creative work in place of human creative labor is incompatible the the purpose and values of Rebels & Realms.

Rebels & Realms does not permit generative AI-created artwork, writing, narration, music, video, designs, or other creative content in the professional works, products, branding, promotional materials, or public-facing professional content of its contracted participants where generative AI is used to create expressive content in place of human creative work.

This policy applies regardless of whether the AI-generated material itself is directly sold. Creative content used to market a book, product, creator, business, or professional identity is considered professional use even when the content is distributed without charge.

This policy is intended to establish a meaningful and enforceable participation standard, not to regulate private conduct, speculate about undisclosed creative processes, or treat every technology incorporating artificial intelligence, machine learning, or automation as generative AI.

2. Who This Policy Applies To

This policy applies to all individuals and entities contractually participating in Rebels & Realms, including, as applicable:

- authors;
- artists and vendors;
- narrators and voice actors;
- influencers, ambassadors, and content creators;
- publishers;
- sponsors;
- panelists and special guests; and
- other individuals or entities entering into a participation agreement with Rebels & Realms.

For purposes of this policy, these individuals and entities are collectively referred to as Participants.

Individuals who are not contractually participating in Rebels & Realms, including attendees, spouses, friends, personal assistants, fans, and other third parties, are not independently bound by this policy unless the separately enter into an agreement requiring compliance.

Participants remain responsible, however, for materials they chose to adopt, use, display, distribute, sell, or prompts as part of their one professional participation.

Rebels & Realms

Rebels & Realms holds its own creative work to the same standard.

Rebels & Realms will not use generative AI to create its artwork, branding, graphics, merchandise designs, creative event elements, promotional imagery, generated video imagery, generated music, or other expressive creative assets.

3. Eligibility Standard

Compliance with this policy is a condition of eligibility and continued participation in Rebels & Realms.

Applicants whose current professional work or public-facing professional content contains prohibited generative AI-created material may be ineligible for participation unless the material is removed or otherwise remediated in accordance with this policy before acceptance.

The presence of prohibited material in an applicant's past does not necessarily create permanent ineligibility. R&R's primary consideration is the applicant's current profession work, practices, and public-facing professional presence.

Applicants are expected to review their professional works and public-facing professional materials before submitting an application and to ensure that those materials comply with this policy.

Acceptance into Rebels & Realms does not constitute a certification or guarantee by R&R that every work, product, post, asset, or activity associated with a Participant has been independently reviewed or verified.

4. What R&R Means by Generative AI

For purposes of this policy, generative AI refers to technology used to generate new expressive content, including imagery, artwork, writing, audio, voice performance, music, video, designs, or similar creative material, in place of creative work that would otherwise be created, written, designed, performed, or produced by a person.

The presence of artificial intelligence, machine learning, automation, algorithms, or similar technology within a software product does not, by itself, make use of that product prohibited. The relevant distinction under this policy is generally whether the technology is:

Assisting with, processing, editing, arranging, or enhancing human-created material;

or

generating new expressive creative material in place of human creative work.

R&R recognizes that technology develops rapidly, terminology is inconsistent across platforms, and the term “AI” is increasingly applied to creatures ranging from ordinary automation to fully generative systems. R&R therefore evaluates the nature and result of the use rather than relying exclusively on how a software company markets or labels a feature.

5. Prohibited Professional Uses

Participants may not create, commission, purchase, license, adopt, sell, display, distribute, or use prohibited generative AI-created material as part of their professional participation or public-facing professional presence.

This includes, but is not limited to:

- book covers;
- interior illustrations;
- character art;
- creative writing offered, published, distributed, or publicly presented as the Participant’s work;
- audiobook narration;
- synthetic or cloned voice performances;
- artwork and illustrations;
- merchandise and product designs;
- logos and branding;
- promotional graphics and imagery;
- generated photographic elements or backgrounds;
- generated video imagery;
- generated music used as an original creative asset;
- banners, signage, booth displays, and printed materials;
- advertisements;
- websites and storefronts;
- promotional materials;
- giveaways and swag;
- digital displays;
- materials submitted to R&R for promotional use; and
- public-facing professional social-media content.

The prohibition applies whether the material is sold, given away, displayed, posted, used for promotion, or otherwise incorporated into a Participant’s professional creative identity.

A commercial license, stock license, subscription, purchase, or other legal permission to use AI-generated material does not make that material compliant with this policy.

6. Generally Permitted Tools & Uses

This policy does not prohibit ordinary editing, processing, automation, accessibility, or other assistive uses of technology merely because artificial intelligence or machine learning may be involved.

Examples of uses that are generally permissible include:

- spelling and grammar correction;
- traditional photo retouching;
- cropping and resizing;
- color and exposure correction;
- noise reduction;
- image restoration;
- image upscaling;
- background removal;
- automatic captioning and transcription;
- accessibility and communication tools;
- applying templates to human-created content;
- automatic clip selection or arrangement;
- automatic synchronization of existing content to licensed music;
- formatting and layout assistance; and
- similar processing or manipulation of existing human-created material that does not generate replacement creative content.

For example, automatically arranging a Participant's own video clips into a template is materially different under this policy from generating new video imagery depicting people, characters, locations, or events that were never filmed or otherwise created by a person.

Likewise, removing the existing background from a human-created photograph is materially different from generating a new fantasy landscape to place behind the photographed person.

These examples illustrate R&R's standard and are not an exhaustive list of every permitted or prohibited technology.

7. Accessibility

Nothing in this policy is intended to restrict the reasonable use of assistive or accessibility technology.

AI-enabled tools used for purposes such as transcription, captioning, communication assistance, text accessibility, image description, or other accessibility needs are generally permitted where the technology is

serving an accessibility function rather than being used to generate prohibited creative material for professional or commercial use.

R&R will consider accessibility needs individually where application of this policy raises an accessibility concern.

8. Professional Social Media & Online Content

Professional social-media content is within the scope of this policy even when the content is not created specifically for Rebels & Realms.

For authors, artists, vendors, narrators, and other Participants, this includes public accounts used to promote their professional identity, creative work, products, or business.

For influencers, ambassadors, and content creators, and accounts submitted to, affiliated with, promoted by, or used to fulfill obligations to Rebels & Realms is considered a professional account for purposes of this policy. Other public accounts operated under the same professional or creator identity may also be considered when evaluating eligibility.

R&R does not ordinarily regulate private personal accounts that are unrelated to a Participant's professional identity or participation in R&R.

Engagement With Third-Party Content

Merely encountering or being tagged in generative AI content does not make a Participant responsible for that content.

Likes, comments, occasional shares or reposts, and similar interactions with third-party content will not ordinarily be treated, standing alone, as adoption of that material as the Participant's own professional creative work.

Participants should nevertheless be mindful that repeated promotion or endorsement of generative AI content may raise questions about whether their public professional practices align with R&R's participation standards.

The use of third-party generative AI material as a Participant's own website imagery, advertising, collaborative promotional content, printed material, branded content, merchandise, display material, or professional creative asset is prohibited.

R&R encourages Participants to avoid promoting generative AI-created work where its origin is known.

9. Commentary, Education, & Documentation

This policy does not prohibit displaying or reproducing generative AI-created material when reasonably necessary for commentary, criticism, education, news, documentation, or discussion of generative AI itself.

For example, a Participant may show a questioned image while discussing concerns about AI-generated artwork or may document material received from a third-party creator while explaining an issue involving its provenance.

10. Inspiration, Reference Material, & Private Processes

R&R does not attempt to regulate private inspiration, private brainstorming, undisclosed research methods, or other internal processes that cannot reasonably be evaluated through a Participant's professional work or conduct.

R&R evaluates resulting professional content and reasonably verifiable professional practices.

A Participant will not be found in violation merely because another person speculates about what tools, references, inspiration, or processes may have been used.

Where reliable information concerning prohibited generative AI use in the creation of professional work becomes available, however, R&R may review that information under the procedures described below.

11. Commissioned, Purchased, Licensed, & Third-Party Work

Participants are responsible for taking reasonable steps to ensure that creative material they commission, purchase, license, or otherwise obtain for professional use comply with this policy.

Reasonable diligence does not require Participants to obtain documentation that is not ordinarily available to them or to independently audit the undisclosed processes of third-party creators or service providers.

R&R recognizes that Participants do not always have complete visibility into the processes used by independent artists, designers, publishers, producers, contractors, stock providers, platforms, and other third parties.

The existence of prohibited material will therefore be evaluated in context rather than under an automatic assumption that a Participant knowingly violated this policy.

Where a Participant does not own or control a work or its production, R&R may consider factors including the Participant's knowledge, involvement, degree of control, information reasonably available to them, and ability to remediate the material.

This provision is not a safe harbor for prohibited material. A Participant's lack of direct authorship or creation does not automatically make the material permissible.

Where prohibited material is identified, continued professional use after the Participant becomes aware of the issue may independently affect eligibility or continued participation.

12. Third-Party Platform Content

Participants are not ordinarily responsible for content independently generated, created, or added by a publisher, retailer, social platform, streaming service, marketplace, or other third-party service where the Participant did not request, select, adopt, distribute, or exercise meaningful control over that content.

If a Participant subsequently adopts such material into their own professional promotional or creative use, it may become subject to this policy.

13. Historical Content & Remediation

Past use of generative AI does not necessarily result in permanent ineligibility for Rebels & Realms.

Where prohibited material exists within a person's professional history, R&R will consider whether that material remains part of the person's current professional work, public-facing professional presence, products, promotion, or commercial activity.

For purposes of this policy, remediation generally means taking reasonable steps within the Participant's control to remove prohibited material from current professional use.

Depending upon the material, remediation may include:

- ceasing sale, distribution, display, or active use;
- removing material from professional websites and storefronts;
- deleting or archiving professional social-media content;
- discontinuing merchandise or products containing prohibited material;
- replacing book covers, artwork, branding, promotional assets, or other affected materials;
- removing affected material from current advertising and promotion; and
- ceasing future production, publication, promotion, or distribution.

R&R does not require Participants to retrieve previously distributed physical materials from recipients or eliminate third-party archives, caches, screenshots, reposts, secondhand copies, or other material outside the Participant's reasonable control.

Remediation does not guarantee acceptance or continued participation. R&R may consider the circumstances surrounding the material and the Participant's current professional practices when determining eligibility or an appropriate response.

14. Continuing Obligation After Acceptance

Compliance with this policy is an ongoing condition of participation.

Participants who are accepted into Rebels & Realms may not introduce prohibited generative AI-created material onto their professional works, products, promotional materials, public-facing professional content, or R&R participation during the term of their agreement.

Participants are expected to take reasonable care when commissioning, purchasing, licensing, or adopting new creative materials during that period.

15. Reports & Concerns

R&R welcomes good-faith concerns regarding possible violations of this policy.

A report, allegation, online discussion, visual similarity, personal opinion, or statement that something “looks AI-generated” does not, by itself, establish a violation.

R&R may review information brought to its attention and determine what, if any, additional inquiry is appropriate.

Participants will not be required to prove that questioned work is human-created merely because a concern has been raised.

R&R will make determinations based on the information reasonably available to it.

16. Review & Verification

When additional information is reasonably necessary to evaluate a concern, R&R may contact the Participant and request information relevant to the material in question.

Depending upon the circumstances, requested information may include one or more of the following:

- identity or contact information for an artist, designer, narrator, editor, producer, contractor, or other creator;
- invoices, receipts, commission records, contracts, or licensing documentation;
- original sketches, drafts, working files, layers, source files, or progress images;
- stock-image or asset licenses;
- correspondence concerning the creation or commissioning of the material;
- written confirmation from a creator or service provider;
- publication or production records;
- information identifying relevant software, services, assets, or workflows;

- publicly available information concerning the creator, service, or material; or
- other information reasonably relevant to determining the origin or creation of the questioned material.

The information appropriate to one review may be different from another. Participants are not expected to possess every category of documentation listed above.

R&R may also independently review publicly available information and other evidence reasonably relevant to the concern.

R&R's determination will be based on the information reasonably available to it as a whole rather than a single allegation, visual characteristic, automated assessment, or unsupported opinion.

17. Cooperation & Timing

Participants are expected to cooperate in good faith with reasonable requests for information concerning possible violations.

Unless circumstances reasonably require a shorter response period, Participants will ordinarily be given at least seven (7) calendar days to provide requested information.

A Participant who is actively obtaining relevant documentation or information from an artist, publisher, contractor, or other third party may request additional reasonable time.

R&R may extend the response period and keep a review open when reasonable under the circumstances, including when relevant information is being obtained from a third party. Reviews cannot remain pending indefinitely, and R&R may ultimately make a determination based on the information available when further delay is no longer reasonable.

Failure or refusal to provide reasonably requested information that is within the Participant's possession or control may be considered when determining eligibility or continued participation and may independently constitute grounds for corrective action.

18. Temporary Measures During Review

A temporary measure is not, by itself, a finding that a violation occurred.

While a review is pending, R&R may take reasonable interim measures when necessary to protect the Event, its Participants, attendees, reputation, or ability to complete a meaningful review.

These measures may include requesting or requiring that questioned material be temporarily removed from sale, display, distribution, promotion, social media, event materials, or an R&R booth or activation until the review is resolved.

Where a concern arises during the Event or under circumstances requiring immediate action, R&R may require immediate temporary removal of questioned material while determining whether further action is appropriate.

19. Outcomes & Enforcement

R&R recognizes that concerns involving generative AI can arise under materially different circumstances. Enforcement decisions will therefore be made individually based on the information reasonably available to R&R and the circumstances of the matter.

A determination that material does not comply with this policy does not automatically require termination of a Participant's agreement.

Possible outcomes may include:

- a determination that no violation occurred;
- closure of the review without further action;
- a request for additional information;
- required remediation;
- a warning;
- removal of specific materials from professional or Event use;
- temporary restrictions while remediation occurs;
- denial of an application;
- revocation of acceptance or participation;
- removal from the Event;
- loss of future eligibility;
- other action R&R determines is reasonably appropriate under the circumstances.

In determining an appropriate outcome, R&R may consider factors including:

- the nature and extent of the prohibited material;
- whether the material predates the Participant's application or agreement;
- whether the Participant created, commissioned, purchased, licensed, or otherwise obtained the material;
- information reasonably available to the Participant concerning its origin;
- the Participant's degree of control over the material;
- whether the conduct appears isolated, historical, ongoing, or repeated;
- whether available information indicates the conduct was knowing, intentional, reckless, or inadvertent;
- actions taken after the concern was identified;
- whether prohibited material remains in current professional use;
- the Participant's cooperation during review;
- the completeness and accuracy of information provided;
- previous concerns or violations; and
- other circumstances reasonably relevant to protecting R&R, its Participants, attendees, and creative community.

No single factor automatically determines the outcome. R&R retains discretion to determine the response appropriate to the circumstances.

20. False or Misleading Information

Knowingly providing false, fabricated, misleading, or intentionally incomplete information during an application, compliance review, or investigation may independently affect eligibility or continued participation.

This includes falsifying or altering provenance documentation, misrepresenting the identity or process of a creator, knowingly concealing relevant information requested during a review, or otherwise attempting to mislead R&R concerning compliance.

Correcting an inadvertent mistake or providing additional information as it becomes available will not, by itself, be treated as intentional deception.

21. Good-Faith Reporting, Harassment, & Retaliation

Good-faith concerns may be reported without fear that simply raising a concern will itself violate R&R policy.

At the same time, this policy may not be weaponized to harass, intimidate, threaten, target, or knowingly spread false allegations about another Participant.

Knowingly false reports, fabricated evidence, harassment, intimidation, retaliation, or other deliberate misuse of R&R's review process may constitute violations of R&R's other conduct requirements.

Retaliation against an individual because they made, assisted with, or are believed to have participated in a good-faith report or review is prohibited.

Nothing in this section prevents a Participant from discussing their own experience or responding to publicly made allegations. Other R&R policies concerning harassment, threats, discrimination, reputational harm, and participant conduct remain applicable.

22. Privacy & Public Communication

R&R does not guarantee anonymity or confidentiality to individuals who submit reports or information under this policy.

R&R will nevertheless exercise discretion when handling identifying information and will not disclose the identity of a reporting individual merely because a report has been made.

Information may be shared when reasonably necessary to investigate or respond to a concern, protect involved individuals or R&R, comply with legal obligations, or address circumstances in which the information or allegations have become public. R&R does not routinely publicize reports, investigations, evidence, findings, or corrective actions.

Individuals with questions or concerns regarding a Participant's compliance are welcome to contact R&R directly.

R&R may respond publicly or privately to questions concerning a matter when it determines that doing so is appropriate, including when allegations, material information, or misinformation concerning the matter have already become public.

Nothing in this policy requires R&R to publicize a concern, investigation, remediation, or other matter that would otherwise remain private.

23. Monitoring & Limitations

R&R may review applicants' and Participants; publicly available professional work and content as part of application review, promotion, ongoing participation, or investigation of a concern.

R&R does not undertake or guarantee continuous monitoring of Participants; social-media accounts, websites, storefronts, publications, products, contractors, or other professional activities.

Acceptance into, continued participation in, or promotion by Rebels & Realms does not constitute R&R's certification, warranty, endorsement, or guarantee that every work, asset, post, product, or activity associated with a Participant has been independently verified for compliance.

Participants remain responsible for their own continued compliance with this policy.

24. Evolving Technology & Policy Interpretation

Generative AI technology, terminology, platform features, and creative workflows continue to evolve rapidly. No policy can identify every existing or future software feature, workflow, or factual scenario.

The examples contained in this policy are therefore illustrative rather than exhaustive. R&R will apply the underlying principles and standards of this policy to technologies and circumstances not specifically named.

Where a Participant is uncertain whether a proposed professional use complies with this policy, they are encouraged to contact R&R before incorporating the material into their professional work or Event participation.

R&R may clarify or update this policy as technology and industry practices evolve. Material changes affecting contracted Participants will be communicated as appropriate.

25. Applicant & Participant Responsibility

Applicants and Participants are responsible for reviewing this policy carefully and ensuring that their professional work and public-facing profession materials comply with its requirements.

Before applying, applicants are encouraged to review:

- current published works;
- covers and interior artwork;
- audiobooks and other performed works;
- merchandise and product designs;
- branding;
- websites and storefronts;
- promotional material;
- public-facing professional social-media accounts; and
- commissioned, purchased, or licensed creative materials currently in professional use.

Applicants whose current professional work and public-facing presence clearly demonstrate compliance can generally be reviewed without additional AI-policy inquiry. R&R may request additional information when questions arise during application review.

Submission of an application and execution of a participation agreement will require separate acknowledgement of this policy.

Compliance with Rebels & Realms Generative AI Policy is a condition of eligibility and continued participation in Rebel & Realms.