

FILIPPA K

Responsible AI Creative Guidelines

FILIPPA K – RESPONSIBLE AI CREATIVE GUIDELINES

At Filippa K, we believe technology should support creativity, not replace it.

Artificial Intelligence (AI) is becoming an increasingly important tool within the creative industries. Used responsibly, it can enhance creative exploration, improve efficiency and unlock new possibilities for storytelling and content creation. At the same time, we recognise the importance of protecting creative integrity, respecting intellectual property and maintaining trust with our customers, partners and the wider creative community.

Our commitment is to use AI in a way that respects creators, strengthens creativity, supports responsible experimentation and contributes positively to the future of the creative industries. As these technologies evolve, we remain committed to recognising and valuing the human creativity that inspires and shapes our work.

These guidelines outline how we expect AI to be used in the development, production and delivery of creative work for Filippa K.

1. Human Creativity First

AI should support and enhance human creativity, not replace creative thinking, judgement or expertise. Human oversight applied here is what underpins Filippa K's public commitment that every AI-generated output is reviewed before publication. This is not optional.

- Humans remain responsible for all final creative outputs and creative decisions.
- AI should be used as a tool, not as a substitute for creative direction.
- Where AI is used in product imagery, the reviewing team must confirm the output accurately reflects the product's colour, silhouette, fit and key design details before publication.
- Human oversight should be maintained throughout the creative process, ensuring AI-generated outputs meet Filippa K's standards for quality, accuracy and brand trust.

2. Respect for Creators and Intellectual Property

We respect the work, rights and creative contribution of artists, photographers, designers, stylists and other creators.

- AI-generated content may draw inspiration from broader artistic, cultural and creative references.
- AI-generated content must not intentionally replicate, closely imitate or be presented as the work of a specific living artist, photographer, designer or creator without their explicit permission.
- Where a specific creator's work, style or creative contribution is intended to be materially referenced, permission should be obtained wherever reasonably possible.
- We expect all creative work produced for Filippa K to respect intellectual property rights and creative authorship.
- Where there is a risk that AI-generated content may closely resemble, reproduce or materially reference a specific creator's work, additional review should be undertaken and permission obtained where appropriate.

AI features must not be used to create, upload or share content that infringes the copyright, trademarks, privacy, publicity or other rights of any third party. This includes: entering prompts designed to generate copyrighted, trademarked or otherwise infringing content; generating text that plagiarises a third party's content; or using a third party's personal data in a way that breaches their privacy or data protection rights.

Where a reference image has materially informed an AI-generated output, it must be submitted alongside the final output as part of the approval process, so the approver can confirm the output is not a duplicate of, or a close imitation of, the reference material. Approval rests with the most senior available stakeholder for the project. Where reasonably avoidable, third-party copyrighted material should not be uploaded directly as an input file into an AI tool; this does not restrict using existing images for general creative inspiration or moodboarding outside of an AI tool.

Prompts should describe the intended scene, style and creative parameters directly (for example lighting, mood, composition, colour and setting) and must not reference intellectual property, trademarks, or the work of specific creators.

Real individuals' images or names must not be used as AI reference inputs, unless the brand holds the necessary rights or consent to do so.

3. Transparency

Transparency helps build trust with customers, partners and the wider creative community.

- Material Use of AI should be disclosed internally and externally in accordance with applicable legislation and Filippa K's transparency principles.
- External partners should proactively disclose any Material Use of AI in work delivered to Filippa K.
- Where customer-facing AI-generated content is published, appropriate disclosures must be provided in accordance with Filippa K's AI Transparency page and the associated on-site labelling system. We display an "AI-generated" label directly alongside affected imagery on product pages, and an AI icon on campaign and editorial content.
- Anyone producing or sourcing AI-generated or AI-modified imagery is responsible for tagging the asset at the point of creation, in line with Filippa K's approved tagging process (filename convention and metadata field), to enable accurate customer-facing disclosure.

4. Accountability

The use of AI does not remove responsibility.

What this means for work produced internally:

- Filippa K employees remain responsible for ensuring that AI-generated outputs are accurate, original, lawful and aligned with brand standards.
- All AI-generated content should be reviewed and approved by the relevant stakeholders before publication or use.
- Any concerns relating to AI usage, intellectual property, creative authorship or potential infringement should be raised proactively and addressed before publication or use.

What this means for work produced by external partners:

- Agencies, photographers, production partners and suppliers are responsible for ensuring, to the best of their knowledge, that AI-generated content does not infringe third-party rights.
- Appropriate permissions should be obtained where required.
- Work should comply with applicable intellectual property and copyright laws.
- Any concerns relating to AI usage, intellectual property, creative authorship or potential infringement should be raised proactively and addressed before publication or use.

External Partner Agreement:

These principles are supported by Filippa K's Responsible AI Creative Partner Agreement, which forms part of the contractual requirements for external partners engaged in AI-assisted creative production.