

SAG-AFTRA Statement on the Use of Artificial Intelligence and Digital Doubles in Media and Entertainment

News Updates



March 17, 2023



limited by our collectively bargained contract and negotiation of compensation.

These rights are mandatory subjects of bargaining. Companies are required to bargain with SAG-AFTRA on these rights in individual performers' contracts. To resolve disputes directly with the performers on these issues is not possible.

Additionally, Global Rule One, a fundamental principle of our industry, requires that all members must always work under a union contract. No member can enter into any agreement with an employer to digitally create a new performance. As such, members should never work unless they have executed a basic minimum agreement.

Human creators are the foundation of the creative industry and should be respected and paid for their work. Government and other IP exemptions that allow AI developers to use members' voices and likenesses, without permission or compensation. Trustworthiness and transparency are essential to the success of AI.

SAG-AFTRA will continue to prioritize the protection of our member performers against the unauthorized use of their voices, likenesses and performances. We are in frequent contact and actively collaborate with other performers unions around the world on these important issues. We follow the newest developments in AI technology, its uses in the entertainment and media industries, and the evolving legal landscape. We will continue to negotiate and enforce provisions around these technologies and their uses so employers and performers can work collaboratively.

Members who believe that employers are asking them to surrender AI rights should email their agreement to aiquestions@sagaftra.org. The union will investigate and take appropriate steps to protect members based on the specific circumstances. Please also email us with any questions regarding authorizations, riders or improper uses.

How can we help? Call, chat with a rep, get answers to FAQs or send us an email.

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(855) SAG-AFTRA / (855) 724-2387

ON-SET EMERGENCY: (844) 723-3773



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Screen Actors Guild - American Film & Television Artists

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PARTNERS

5757 Wilshire Boulevard, 7th Floor
Los Angeles, California 90036

[\(855\) SAG-AFTRA / \(855\) 724-2387](tel:(855)SAG-AFTRA/(855)724-2387)

info@sagaftra.org



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