

Artificial Intelligence (AI) Policy

Pithos Media -- a brand of HOPE INSIDE LIMITED

Document	AI Policy
Brand	Pithos Media
Registered entity	HOPE INSIDE LIMITED
Company number	17228483 (registered in England and Wales)
Website	https://pithosmedia.co.uk
Data Protection Lead	Ian Irving
Contact	DPO@pithosmedia.co.uk
Effective from	19 May 2026
Version	1.0
Read alongside	Data Protection Policy

1. Why we have this policy

Pithos Media uses AI tools in producing books, audiobooks, video, and music. This policy explains what AI does in our production pipeline, where humans review its output, and how you can object.

We believe disclosing AI involvement is the right thing to do. We will not pretend AI-assisted work is purely human-authored, and we will not over-claim AI involvement either -- the description on each title reflects what actually happened in production.

This policy is read alongside our **Data Protection Policy**.

2. AI tools we use in production

Tool	Provider	Used for	Data the tool sees
Claude (Anthropic API)	Anthropic, PBC (US)	Drafting + editing assistance, research synthesis, structural review, dialogue + character notes	Text submitted (book drafts, scripts, research notes)
ElevenLabs	ElevenLabs Inc. (US)	Voice cloning + narration for audiobooks + YouTube. Only with the voice owner's written consent. Brand voices ("the Pithos house narrator") are our own assets.	Voice reference samples; text submitted for synthesis

Tool	Provider	Used for	Data the tool sees
Suno	Suno Inc. (US)	AI music for video soundtracks + audiobook backing tracks	Text prompts
Google Imagen + Veo	Google LLC	AI image generation (cover art, illustrations); AI short-form video generation	Text prompts (and reference images we own)
Microsoft Copilot (where contracted)	Microsoft Corporation	Productivity inside M365	Within our tenant only
Local-model inference (Ollama, etc.)	Open-source models on our hardware	Draft-grade classification, internal organisation	All data stays on our hardware

We do not:

- Use AI to clone the voice of a real person without their written consent;
- Produce realistic synthetic media of identifiable real people for entertainment or deception;
- Use AI-trained models that we know to have been trained on copyrighted material without licence.

3. Human-in-the-loop in production

Every title is sign-off by a named human creator. AI is a tool, not the author.

Action	Approval gate
Manuscript drafting	A human author writes + edits. AI may suggest, structure, or rewrite passages; the author accepts or rejects.
Audiobook narration take	A human listens to every chapter take + signs off. We do not ship a take that hasn't been listened to end-to-end.
Cover art / illustration	A human designer reviews + iterates AI generations. Final cover is a human decision.
Video assembly	A human editor cuts + reviews. AI may generate elements; the editor decides what makes the final cut.
Music for a production	A human producer reviews + selects. AI may generate alternatives; the producer chooses.
Marketing copy + listings	A human reviews + publishes.
AI-disclosure note on the title page (or video description)	A human writes + signs the disclosure note.

4. Data handling for AI calls

- We use each provider's **zero-retention** API path where available.

- We **do not** opt in to providers using our text drafts to train their public models.
 - We **redact** unpublished plot material, contributor real names, and any personal information from prompts where it is not necessary for the AI to do its job.
 - We **log** every AI call for production work, so we can answer questions about what AI saw and when.
 - AI output that becomes part of a published work is retained as part of the work's production archive.
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5. Voice cloning policy (specific to ElevenLabs)

Voice cloning is one of the more sensitive AI capabilities we use. Our rule:

- **Our brand voices** (those we own and have licensed for cloning) can be used in any title.
- **Real-person voices** are cloned only with their written consent + signed release.
- We do not clone the voice of a public figure for satire or commentary without consent.
- We will not "voice-act" a dead person without a clear consent path (typically: licence from the estate).

If you believe a voice in one of our titles resembles yours and you have not consented, contact **DPO@pithosmedia.co.uk** and we will investigate within 5 working days.

6. Author + creator credits

Where a title was substantially AI-assisted in its drafting, narration, or visuals, that is disclosed in the title's front matter or video description. We will not pretend purely AI-generated work was written by a human, and we will not claim AI involvement that didn't happen.

The pen names + brand voices we use are documented internally; we are open about which titles share which production team.

7. Your choices

You can ask, in writing, that:

- Your enquiry or correspondence with us be handled without AI assistance;
- We disclose, for a specific title you are interested in, which AI tools were involved in producing it;
- Your name, likeness, or voice (where applicable) be removed from materials we have not yet published.

Send your request to **DPO@pithosmedia.co.uk**. We will confirm within 5 working days.

8. AI errors and accountability

The human creator / producer / narrator named on a title is accountable for the output, not the AI. We document errors, identify root causes, and adjust how we use the tool. Where AI involvement caused harm or loss, our standard service terms apply.

We will not hide behind "the AI got it wrong" as a defence.

9. AI literacy and staff training

Anyone in our production team using an AI tool has been trained on:

- The data-handling rules in Section 4 (including the voice-cloning rule in Section 5);
- The human-in-the-loop expectations in Section 3;
- How to recognise + report a suspected AI-generated hallucination, plagiarism, or bias;
- Disclosure requirements for AI-assisted work in our title front-matter.

Training is refreshed at least annually.

10. Changes to this policy

Updated when we add, remove, or materially change an AI tool we use in production, or when applicable UK law or ICO guidance materially changes. The current version is dated at the top.

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