



DNA: The Do-Not-AI Notice

A Rights Reservation Notice, issued by the Creator



Issued by: [redacted] ("Creator")

Issued to: [redacted] ("Recipient")

For the work described as (e.g., "1 Instagram Reel shot on 12 Sept 2026 for XYZ Brand"):

[redacted]

(the "Work")

Issued on: [redacted]

1. The Default Rule

Unless the Creator has separately agreed to this in writing (and been paid extra for it), the Recipient may NOT:

- Use the Creator's image, voice, likeness, or the Work to train, fine-tune, or improve any AI or machine learning tool
- Create AI-generated or synthetic content using the Creator's image, voice, or likeness (including deepfakes or voice clones)
- Generate AI "versions" or derivatives of the Work
- Use the Work or the Creator's likeness for anything beyond what is specifically agreed (see Section 2)

2. What Is Allowed

Only this, and nothing more (e.g., "posting the delivered Reel, unedited, on XYZ Brand's Instagram page, for 6 months"):

[redacted]

3. Why This Notice Is Issued

AI tools can now recreate a person's face, voice, or style cheaply and convincingly. Once that happens without permission, it is very difficult to undo. This notice records, in advance, that the Creator's image, voice, likeness, and the Work are not available for AI use beyond what is stated in Section 2, so the Recipient cannot later claim otherwise.

4. If This Notice Is Breached

If the Creator's image, voice, likeness, or the Work is used in a way this notice does not allow, the Creator may demand that it be taken down, may claim compensation, and may treat it as a breach of the terms under which the Work was delivered, including by sending a legal notice.

Issued by (Name): Date:

