

# AI Content & Image Use Consent Form

Art and Science based Marketing · artandsciencebasedmarketing.com

Project Reference \_\_\_\_\_

Date \_\_\_\_\_

Client Name \_\_\_\_\_

Client Email \_\_\_\_\_

Brand / Business Name \_\_\_\_\_

Plan \_\_\_\_\_

## 1. PURPOSE OF THIS FORM

This consent form is required for all projects at Art and Science based Marketing that involve real, identifiable individuals — including the client themselves, employees, talent, models, or any named person whose likeness will be used in AI content production.

**Art and Science based Marketing will not begin any production work involving identifiable individuals without a signed copy of this form on file. No exceptions.**

This form covers: AI-trained content model creation, AI-generated imagery and video, ad creative production, campaign content, and any other output produced by Art and Science based Marketing that incorporates, or is derived from, a real person's likeness.

## 2. WHAT YOU ARE CONSENTING TO

By signing this form, you confirm that:

**2.1** You are the owner of, or have full legal rights to use, all images and visual assets provided as part of this project.

**2.2** All individuals who appear in the provided assets have given their informed, explicit consent for:

- Their likeness to be used to train a custom AI content model
- The resulting AI model to generate new synthetic images and video of their likeness
- Those generated images and videos to be used for the commercial or personal purposes defined in Section 3 of this form

**2.3** No images or assets in the dataset depict:

- Minors (persons under 18 years of age)
- Individuals who have not consented to AI content production use
- Third parties whose likeness you do not have the right to use commercially

**2.4** You understand that the AI model will generate new, synthetic content based on patterns learned from your provided assets, and that this generated content is distinct from the original photographs or videos.

**2.5** You understand that AI-generated content, while trained on your assets, may not be an exact likeness and should be reviewed before publication.

## 3. INTENDED USE OF GENERATED CONTENT

Please indicate all intended uses of the AI-generated content produced under this project:

- Personal use only (not for commercial publication)
- Personal brand content — social media, website, blog
- Meta advertising (Facebook and/or Instagram paid campaigns)
- TikTok, YouTube, or other video platform advertising
- E-commerce product imagery (Shopify, Amazon, Etsy, DTC)
- Website hero imagery and marketing pages
- Email marketing campaigns
- Out-of-home or print advertising
- Agency / white-label use on behalf of a third-party client

**Other:** \_\_\_\_\_

## 4. DATA HANDLING & PRIVACY

Art and Science based Marketing agrees to:

- Store all client-provided assets in a private, access-controlled Google Drive folder
- Use provided images and assets solely for the purpose of producing the commissioned content
- Not share, publish, sell, or distribute client assets or source images to any third party
- Delete all source dataset assets within **30 days of final project delivery**
- Provide written confirmation of deletion to the client upon request or automatically
- Not use client source assets to train any model beyond the scope of the commissioned project

*Note: Final delivered outputs (generated images, videos, and ad creatives) are retained in the client's Google Drive delivery folder and are not subject to deletion. Only source/training assets are deleted under the 30-day policy.*

## 5. OWNERSHIP OF OUTPUTS

Upon receipt of full payment, all delivered AI-generated content — including images, videos, ad creatives, and associated documentation — becomes the sole property of the client. A full commercial licence is granted on all delivered assets. Art and Science based Marketing retains no intellectual property rights over delivered outputs, except where the client has separately agreed in writing to allow portfolio or case study use (see Section 6).

The underlying AI model trained on client assets remains a tool of Art and Science based Marketing for the duration of the active client relationship. Upon project completion or subscription cancellation, the model is archived and not used for any other client or purpose.

## 6. PORTFOLIO & GALLERY USE

Art and Science based Marketing may request permission to display produced content in our portfolio, website gallery, or case studies. This is always optional and requires separate written approval — it is not assumed by signing this form. Please indicate your preference:

n I **approve** the use of produced content in the Art and Science based Marketing portfolio and gallery, attributed to my brand.

n I **approve** the use of produced content in the portfolio and gallery, displayed anonymously (no brand name or identifying details).

n I **do not approve** the use of any produced content in the portfolio or gallery.

*This preference can be changed at any time by written notice to [artandsciencebasedmarketing@outlook.com](mailto:artandsciencebasedmarketing@outlook.com). Any content already published will be removed within 7 days of receiving a withdrawal request.*

## 7. REVOCATION OF CONSENT

The client or any individual named in this consent may request withdrawal of consent at any time by written notice to [artandsciencebasedmarketing@outlook.com](mailto:artandsciencebasedmarketing@outlook.com).

Upon receiving a valid revocation request, Art and Science based Marketing will:

- Cease using the relevant source assets or trained model within **7 days**
- Delete all source assets and the associated AI model within **14 days**
- Confirm deletion in writing

*Note: Revocation of consent does not automatically entitle the client to a refund for work already completed and delivered. Already-delivered assets that are in the client's possession remain under the client's commercial licence. Revocation applies to future production and to source asset/model deletion only.*

## 8. LIMITATION OF LIABILITY

The client accepts full responsibility for the legal and ethical use of all delivered AI-generated content and any campaigns run using that content. Art and Science based Marketing accepts no liability for:

- Misuse of delivered content by the client or any third party
- Any claim arising from the client's use of generated images or videos in advertising
- Platform policy violations arising from the client's campaign decisions
- Any breach of third-party rights caused by inaccuracies in the client's dataset or consent declarations
- The accuracy of AI-generated likenesses for any regulated purpose (medical, legal, financial, identity verification)

## 9. SIGNATURES

**I confirm that I have read and understood this consent form in full, that I have the authority to sign on behalf of the above brand or business, and that all statements made in this form are true and accurate to the best of my knowledge.**

CLIENT SIGNATURE DATE \_\_\_\_\_

Print name: \_\_\_\_\_

COUNTERSIGNED — ART AND SCIENCE BASED MARKETING

DATE \_\_\_\_\_

**Winston Gliddon**

Art and Science based Marketing

*Questions before signing? Email [artandsciencebasedmarketing@outlook.com](mailto:artandsciencebasedmarketing@outlook.com) — we'll respond within 24 hours.  
[artandsciencebasedmarketing.com](http://artandsciencebasedmarketing.com) · Cape Town, South Africa · Worldwide service*