

AI Use Policy

Tyler Wursta Video

At Tyler Wursta Video, we embrace the power of AI to improve efficiency, creativity, and turnaround time for our clients without ever compromising the human touch that makes our work uniquely effective. This policy outlines how we use artificial intelligence, how we treat data and intellectual property, and what we expect from others regarding the use of AI and our work.

1. How We Use AI

We use AI as a **tool**, not a replacement.

AI supports many areas of our video production process. From ideation and scriptwriting to post-production enhancements and automation. We also use proprietary AI automation software developed specifically for our internal workflows.

While AI plays a role in optimizing our efficiency, every final deliverable is reviewed, adjusted, and approved by the professionals using the AI tools. AI helps us start faster and work smarter, but it **never replaces the skill, oversight, or final creative judgment of our video team.**

2. AI-Generated Client Content

In some cases, clients provide us with AI-generated materials (such as scripts, imagery, or voiceovers) that they've created or commissioned. When this happens, we may include these elements in public or private, commercial or non-commercial projects, and they are considered client-provided assets.

Unless otherwise noted, any AI-generated materials used in final deliverables are typically modified, enhanced, or curated by someone on our team before being delivered and launched.

3. Information & Data Use

We take client confidentiality seriously. We only input client-provided information into AI systems when we have **explicit permission to do so**. If the data is private, confidential, or proprietary, we will never use it in AI tools without direct client approval.

We may use publicly accessible information (such as what's available on a client's website) in conjunction with AI unless the client has explicitly asked us not to.

Some of the AI tools we use may store inputs or outputs. If data sensitivity is a concern, please let us know in writing so we can tailor our processes to meet your requirements.

4. AI & Ownership of Work

Clients have the right to use their final video deliverables as defined in our agreements, including for marketing, internal use, or other distribution. This includes any future alterations or uses with AI. However, using our content created for TYW Digital Media, LLC and all its d/b/a's including but not limited to Tyler Wursta Video, Besta Time Media, and so on, whether in full or in part, for AI training, remixing, regeneration, or reinterpretation **requires our written approval**.

This applies whether the request comes from the client or a third party. We want to ensure our work is used in ways that reflect our standards and protect the creative integrity of the finished product.

5. Our Commitment to Responsible AI

We believe AI is most valuable when used **responsibly and transparently**.

We're committed to:

- Personal and professional oversight at every stage of production
- Having the "human touch" in all of our final video deliverables
- Honoring our clients' wishes regarding data, AI use, and any information shared in the pursuit of successful video projects
- Disclosing when AI-generated materials are part of a final product (when requested)
- Updating this policy as the landscape around AI continues to evolve

When you have any questions about our AI practices or want to customize your project's use of AI, we're happy to talk. At Tyler Wursta Video, innovation and integrity go hand in hand.