

AIFD-STD-PRO-001

Production Disclosure & Accountability

DIVULGATION DE PRODUCTION ET RESPONSABILITÉ

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— Foreword

The International Federation of AI Film Producers' Associations (IFAIFPA) publishes the AIFD catalogue of standards for the disclosure, identity and accountability of AI film production, and operates the accreditation schemes that assess conformity with them. Standards are drafted by the federation's standards function, exposed to public consultation, and adopted by resolution of the governing body. Requirements use the verb shall; recommendations use should; permissions use may. Notes and informative annexes do not contain requirements.

This document, AIFD-STD-PRO-001 Production Disclosure & Accountability, was first published on 1 August 2024. The present edition was adopted on 15 May 2026. The revision history in the final annex records every edition and its principal changes. The English text is authoritative; le texte anglais fait foi.

Nothing in this document grants any right to use a federation mark, and no conformity claim may be made except through the assessment and decision process defined in AIFD-STD-REV-001 and recorded in the federation's public register.

0 Introduction

Disclosure fails in two ways: nobody answers for it, or nobody can read it. This standard closes both. It requires a named natural person to answer for every declaration, fixes what a disclosure must say about the means of production, requires identified human decision points in the pipeline, and makes correction a duty with a clock. It is written for production organisations of every size: the obligations scale with the claim being made, not with the size of the company making it.

1 Scope

This standard sets disclosure and accountability requirements for organisations and persons producing film works with AI systems, and for schemes and festivals that rely on such disclosures. It governs who answers for a work, what is disclosed about the means of production, how human oversight is evidenced, and how errors are corrected. It applies to every declaration made under an IFAIFPA scheme and to any disclosure that cites this standard.

2 Normative references

AIFD-STD-DEF-001, AI Film Definitions & Classification

AIFD-STD-RGT-001, Rights, Provenance & Identity

AIFD-STD-REV-001, Independent Review, Complaints & Appeals

3 Terms and definitions

3.1 responsible producer

Natural person named in a declaration as answering for its accuracy and for corrections.

3.2 declaration

The signed statement comprising classification (AIFD-STD-DEF-001), model-use disclosure (clause 5) and rights representations (AIFD-STD-RGT-001) for a version of a work.

3.3 human decision point

Identified step at which a person with authority reviews and approves or rejects material or a version.

3.4 correction

Amendment of a declaration on discovery of a material error, preserving the corrected text in history.

3.5 retraction

Withdrawal of a declaration as a whole where its basis has failed.

3.6 chain of custody

The retained set of records by which a declaration's statements can be substantiated.

4 The responsible producer

4.1 Appointment

Every declared work shall name exactly one responsible producer, a natural person with actual authority over the declaration and its corrections. Joint productions name one; the co-producers' agreement records the designation. An organisation shall not be named as responsible producer.

4.2 Responsibility

The responsible producer answers for the accuracy of the classification, of the model-use disclosure and of the rights representations, to the standard of good-faith diligence: statements true to the best of knowledge after the inquiry a competent producer would make. Preparation may be delegated; responsibility shall not.

4.3 Succession

Where the responsible producer becomes unavailable, the producing organisation shall name a successor within 30 days and notify every scheme holding the declaration. Undeclared vacancy longer than 30 days suspends the declaration's good standing.

5 Model-use disclosure

5.1 Systems identification

The disclosure shall identify each principal AI system or service used, by provider and product name and, where the provider versions the system, by version or date-of-use window. Self-hosted or fine-tuned models are identified by base model and the producing organisation's designation. Systems whose entire role was assistive on every axis may be grouped by function.

5.2 Per-axis statements

For each axis of AIFD-STD-DEF-001 the disclosure states the level of use (none / assistive / material / constitutive), the principal systems involved at material or constitutive level, and whether outputs entered the finished work directly or as intermediate material subsequently transformed.

5.3 Boundary of disclosure

Prompts, weights, seeds, negative prompts, internal parameters and trade-secret pipeline details are not required. The disclosure describes that and where AI systems contributed, not how to reproduce the contribution.

5.4 Accuracy standard

A disclosure is non-conforming if a statement was false when signed, or if the responsible producer lacked grounds for it after reasonable inquiry. Honest uncertainty is declared as such (AIFD-STD-DEF-001, 5.4), never rounded to a convenient certainty.

6 Form and signature

Disclosures shall be made on the federation's published machine-readable template, carry the edition of this standard applied, and be signed (physically or by verifiable electronic means) by the responsible producer. A human-readable summary shall accompany public presentations where an accredited festival's rules require disclosure display. The disclosure language is English; courtesy translations may accompany it, the English text controlling.

7 Human oversight

7.1 Decision points

The production shall maintain identified human decision points covering at minimum: (a) approval of generative material for inclusion in the finished work; (b) review of any depiction of a real, identifiable person; (c) final sign-off of each version. Each point names a role and records date and outcome.

7.2 Prohibition

Wholly automated approval at any point in 7.1 is non-conforming. Batch approval is permitted only where a person reviewed a defined sample and the sampling rule is recorded.

7.3 Records

Oversight records identify roles rather than private individuals, except the responsible producer, and join the chain of custody (clause 9).

8 Corrections and retractions

8.1 Duty and clock

On learning of a material error, the responsible producer shall correct the declaration within 30 days and notify every scheme and accredited festival that received it. For works that have received awards under an accredited festival, the correction notice shall also be provided to that festival for its public record.

8.2 History

Corrections are prospective. The corrected statement and the correction are both preserved; a declaration whose history has been erased is treated as unsigned.

8.3 Retraction

Where the basis of a declaration fails as a whole — for example, a consent relied on proves invalid — the responsible producer shall retract it and every dependent claim, on the same clock and notification duty.

9 Records and chain of custody

RECORD	RETENTION
Signed declarations, corrections, retractions	7 years from last public presentation
Oversight records (7.3)	7 years
Licences, consents and provenance records referenced under AIFD-STD-RGT-001	Term of AIFD-STD-RGT-001, min. 7 years
Subcontractor flow-down agreements (9.2)	7 years after completion

9.1 Production on notice

Chain-of-custody records shall be produced on reasonable notice to a reviewer acting under AIFD-STD-REV-001, in a form the reviewer can read. Records may be redacted only for matter outside the review's scope, with redactions identified.

9.2 Subcontracting

Where production work capable of generative contribution is subcontracted, the obligations of clauses 5, 7 and 9 shall be flowed down by contract, and the responsible producer remains answerable for the aggregate declaration.

10 Conformity assessment

Conformity is assessed under AIFD-STD-REV-001. Reviewers sample declarations against chain-of-custody records; for awarded works under accredited festivals, verification is mandatory (AIFD-STD-FES-001, G5). A false or recklessly inaccurate declaration is a critical non-conformity: statuses that relied on it are suspended pending correction, and the register records the event permanently.

Annex A (normative) — Minimum fields of a disclosure record

FIELD	CONTENT
work_title / version	Title and version identifier of the finished work
content_hash	SHA-256 of the version (AIFD-STD-RGT-001, 6.1)
classification	Class and axis levels per AIFD-STD-DEF-001
systems[]	Provider, product, version/date window, axes touched, level
responsible_producer	Name; ISNI where one exists
oversight	Decision points maintained (7.1) — attestation
rights_basis	Attestations required by AIFD-STD-RGT-001 Annex A
standard_editions	Editions of DEF/PRO/RGT applied
signature / date	Signature of responsible producer; date of signing

Annex B (informative) — Model flow-down clause

“Contractor shall maintain the records and human decision points required by AIFD-STD-PRO-001 clauses 5, 7 and 9 for all work under this agreement, shall produce them to Producer on request, and shall notify Producer within 7 days of discovering any fact rendering a disclosure statement inaccurate. Contractor acknowledges that Producer’s responsible producer answers for the aggregate declaration.”

Annex R Revision history

EDITIO N	ADOPTED	PRINCIPAL CHANGES
1.0	2024-08-01	First edition.
2.0	2025-01-17	Responsible-producer role made mandatory; succession rule added.
3.0	2025-06-13	Per-axis disclosure content fixed; trade-secret boundary defined.
4.0	2025-12-05	Human-oversight decision points specified; wholly automated sign-off ruled non-conforming.
4.1	2026-02-20	Editorial revision.
4.2	2026-05-15	Correction clock set at 30 days with notification duties; retention table consolidated.

Bibliography (informative)

C2PA Specification.

IPTC Video Metadata Hub 1.7 — AI properties.

MovieLabs Ontology for Media Creation (context of production metadata).

Bibliographic entries situate this standard in its regulatory and technical landscape. They are informative only and create no requirement.