

AIFD-STD-RGT-001

Rights, Provenance & Identity

DROITS, PROVENANCE ET IDENTITÉ

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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-RGT-001 Rights, Provenance & Identity, was first published on 1 August 2024. The present edition was adopted on 24 April 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

AI film production borrows: from training data, from recorded performances, from the faces and voices of real people. The legitimacy of the whole system rests on whether that borrowing is consented, licensed and traceable. This standard states the rights basis a declaration must be able to show, the consent discipline for likeness and voice, the cryptographic fixing of works, and the identity systems referenced for people and organisations. Its rule of thumb is old-fashioned on purpose: if you cannot show the paper, you do not have the right.

1 Scope

This standard sets requirements for the rights basis, provenance evidence and identity references of AI film works declared under IFAIFPA schemes. It applies to every declaration under AIFD-STD-PRO-001 and to festivals enforcing disclosure under AIFD-STD-FES-001. It does not modify the intellectual-property law of any jurisdiction and does not adjudicate title; it fixes what evidence a declarant must hold and produce.

2 Normative references

AIFD-STD-DEF-001; AIFD-STD-PRO-001; AIFD-STD-REV-001

C2PA Specification (current edition at time of export) — content credentials

FIPS 180-4 — SHA-256

ISO 27729 (ISNI) — person identity; ISO 17442 (LEI) — organisational identity in financial contexts

3 Terms and definitions

3.1 source material

Scripts, footage, recordings, images or other works controlled by the production and made available to AI systems in the course of production.

3.2 training use

Use of material to train, fine-tune or otherwise durably condition a model, as distinct from prompting or conditioning at inference.

3.3 likeness

Visual identity of a natural person: face, body, distinctive appearance.

3.4 voice clone

Synthetic voice intended to be recognised as a specific natural person's voice.

3.5 consent record

Documented, signed consent conforming to clause 5 and Annex A.

3.6 provenance record

Content hash and, where present, content-credential manifest fixing a version of a work.

4 Rights and source diligence

4.1 Service terms

For each AI system used at material or constitutive level, the responsible producer shall hold the provider's terms applicable at the time of use and be able to state whether they permit commercial exhibition of outputs. Where terms are absent, ambiguous on exhibition, or subsequently revoked for the use made, the contribution shall be treated as unlicensed until resolved, and dependent declarations corrected under AIFD-STD-PRO-001 clause 8.

4.2 Source material

Making source material available to an AI system shall rest on right or permission covering that use. Where source material embodies third-party rights (music, archive, performances), the production's clearances shall cover AI processing where the processing exceeds format-shifting. Performer agreements shall state whether recorded performances may be used to synthesise new performance beyond the recorded one; silence is treated as no.

4.3 Training use of others' works

This standard does not adjudicate the lawfulness of model training. A declarant shall not, however, represent a work as conforming while knowingly using a system in a manner prohibited by an applicable judgment or settlement binding on the production.

5 Likeness and voice

5.1 Consent required

Depicting an identifiable natural person by synthetic means — likeness, body or voice — shall rest on a consent record signed before first public presentation. Consent shall be informed (the person was told the synthetic nature, the intended uses and the term), explicit (no consent by silence or by general employment terms), and scope-bound per 5.2.

5.2 Scope of consent

A conforming consent states: the works or projects covered; the term; the territories and media; whether the consent covers future works; whether it covers voice, likeness or both; and the agreed handling on the person's death within the term. Broader exploitation than consented is a critical non-conformity.

5.3 Minors and dependent persons

Consent for minors follows the law of the minor's habitual residence and shall additionally be signed by the holder of parental responsibility. Synthetic depiction of a minor in any sexualised or endangering context is prohibited absolutely; no consent cures it.

5.4 Deceased persons

Digital replicas of deceased persons rest on the authorisation of the estate or the holder of post-mortem rights under applicable law, documented like any consent record.

5.5 Withdrawal

Where consent is withdrawn in accordance with its terms or applicable law, withdrawal operates prospectively: future presentations and new versions shall honour it; the declarant corrects dependent declarations under AIFD-STD-PRO-001 clause 8.

5.6 Resemblance

Incidental resemblance of a wholly invented performer to a real person is outside scope. Marketed resemblance — trading on recognisability — is treated as depiction of that person and requires consent.

6 Provenance

6.1 Fixing by hash

Each finished version shall be fixed by a SHA-256 hash of the exhibited file, recorded in the declaration. A new version is a new hash; declarations reference the hash of the version they describe. Hashes are published with register records where the scheme concerned publishes work-level facts.

6.2 Content credentials

Where the pipeline supports it, a C2PA manifest should be attached at final export, signed in the name of the responsible producer or producing organisation. Manifest presence is disclosed in the declaration.

6.3 No endorsement

Provenance marks state origin, never quality, and shall not be presented as federation endorsement of the work.

7 Identity references

Persons named in declarations should be identified by ISNI where one exists; the federation does not mint person identifiers (see the direction ruling recorded in the catalogue's governance file). Organisations shall be identified by registered legal name and jurisdiction; an LEI should be stated where held. AIFD identifiers issued by the federation identify federation acts and records only — never works, never persons.

8 Privacy

Consent records and rights evidence contain personal data: they are produced to reviewers under AIFD-STD-REV-001, are not published, and are handled under the federation's privacy policy. Public register entries are limited to the published fields of the register's contract; nothing in this standard requires publication of a consent record.

9 Machine-readable notices

Register records referencing works or rights states shall carry machine-readable status so that downstream systems reproduce meaning — including suspension and revocation — accurately. A consumer of register data shall not cache a status beyond its declared freshness window in a manner that could present a revoked status as live.

10 Conformity

Assessed under AIFD-STD-REV-001. Misrepresented consent, fabricated provenance and knowing use of an unlicensed contribution are critical non-conformities; the register records resulting suspensions and revocations permanently.

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

FIELD	CONTENT
person / signer	Identity of the person depicted; signer and capacity where different (5.3, 5.4)
subject-matter	Likeness, voice, or both; synthetic nature acknowledged
works / projects	Works covered; whether future works are covered
term / territories / media	Duration, territories, media of exploitation
death provision	Agreed handling within term (5.2)
withdrawal terms	How and with what effect consent may be withdrawn
signature / date	Signed and dated before first public presentation

Annex B (informative) — Provenance quick practice

Hash the exact exhibited file, not the master project; record the hash in the declaration the same day; re-hash every re-export, however minor; where a festival transcodes for exhibition, the declared hash remains that of the delivered file and the festival records its own transcode. Attach C2PA at final export where tooling allows, and keep the signing key under the production's control.

Annex R Revision history

EDITIO N	ADOPTED	PRINCIPAL CHANGES
1.0	2024-08-01	First edition.
2.0	2025-03-14	Consent minimum fields (Annex A); scope-bound consent defined; minors and deceased persons.
3.0	2025-09-19	SHA-256 fixing of finished works made mandatory; C2PA manifest recommendation.
4.0	2026-04-24	ISNI adopted for person identity; machine-readable status notices; withdrawal rules completed.

Bibliography (informative)

ISO 27729 (ISNI); ISO 17442 (LEI).

FIPS 180-4, Secure Hash Standard.

C2PA Specification; CAWG identity assertion (DIF).

Regulation (EU) 2016/679 (GDPR) — processing of consent records.

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