

## Intellectual Property & Content Ownership Principles

**Effective Date:** 01.01.25

**Last Updated:** 22.12.25

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### 1. Purpose of This Document

This document sets out Ailias Ltd's **general principles** relating to intellectual property, content ownership, and rights associated with materials created, supplied, or used in connection with our services.

It is intended to provide **clarity and transparency**, and does not replace or override any project-specific contractual terms.

### 2. Scope

These principles apply to:

- Client-supplied content
- Creative outputs produced as part of Ailias services
- Approved likenesses, scripts, and audiovisual materials

Detailed intellectual property rights applicable to a specific project are governed by:

- Project agreements
- Statements of Work (SOWs)
- Licensing agreements
- Other applicable contractual documents

### 3. Client-Supplied Content

Clients retain full ownership of all content they supply to Ailias, including but not limited to:

- Text, scripts, and knowledge materials
- Images, video, audio, and voice recordings
- Brand assets and trademarks
- Approved likenesses or representations

Clients must confirm that they have the necessary rights and permissions to provide such content for the agreed use.

### 4. Ownership of Outputs

Unless otherwise agreed in writing:

- Clients own the **final creative outputs** produced **specifically** for their project
- Outputs are provided for the agreed purpose and scope

Ailias does not claim ownership of client-specific outputs beyond what is required to deliver the agreed services.

Clients cannot claim ownership of any characters deployed from the existing Ailias Character

library. Such characters will be licensed to clients on a 'per-use' and application basis.

### 5. Likeness, Image & Voice Rights

Where services involve the use of an individual's likeness, image, or voice:

- Use is limited to the scope explicitly approved
- Written consent or contractual authorisation is required
- Unauthorised reuse or repurposing is not permitted

Ailias respects and protects likeness rights and does not exploit them beyond agreed terms.

### 6. Use of Content by Ailias

Ailias may use client-supplied content and project outputs **solely** for:

- Delivering the agreed services
- Technical testing and quality assurance directly related to the project

Any use beyond this scope requires explicit written agreement.

### 7. AI-Enabled Services

Where AI-enabled tools are used:

- Client content is processed solely to deliver the agreed experience
- Client content and outputs are **not used for training or improving AI models**
- Content is not reused or shared beyond the approved delivery chain

Further details are set out in Ailias' **AI Data Handling & Use Statement**, available upon request.

### 8. Third-Party Rights

Ailias respects third-party intellectual property rights and expects clients to do the same.

Where third-party materials are incorporated:

- Use is subject to applicable licences and permissions
- Responsibility for compliance is defined contractually

### 9. Confidentiality

All non-public project materials are treated as confidential and handled in accordance with applicable confidentiality obligations and data protection requirements.

### 10. Relationship to Other Policies

This document should be read alongside:

- Privacy Policy
- Data Protection & GDPR Policy

- AI Data Handling & Use Statement

In the event of any conflict, **project-specific contractual terms prevail**.

### 11. Changes to This Document

Ailias may update these principles periodically.

The latest version will always be made available via our website.

