

8 practical tips when using AI platforms to generate content



AI platforms can be powerful tools for creating content, but their use raises important intellectual property (IP), data, and compliance considerations. The following eight practical tips are intended to help organisations and creators use AI responsibly and reduce risk.

1. Conduct due diligence

Before selecting an AI platform, carefully review its terms and conditions. Check who owns the outputs, how your data and prompts may be used, and whether the platform has been trained on potentially infringing datasets.

2. Maintain good record keeping

Keep records of your own creative input and document the role played by AI-generated elements in the creation process. Avoid allowing AI to generate the entire work if you (or your clients) intend to assert copyright. Meaningful human authorship remains critical.

3. Be aware of jurisdictional differences

IP rights vary from country to country, so it's important to understand the differences. For example, in New Zealand, copyright protection may be available where there is sufficient human input. In the United States, works generated by AI without human authorship are generally not protected.

4. Take extra care with brand assets

Exercise caution when using AI to generate or adapt company logos, trade marks, or other core brand assets.

5. Monitor and enforce your IP

Consider implementing an IP monitoring and enforcement strategy to protect your own designs and creative outputs. Where available, opt out of having your data used for AI platform training, but carefully review the implications and limitations of opting out.

You can also use reverse image or dataset-checking tools to see whether your work may have been used in AI training datasets.

6. Use clear client agreements

Ensure agreements with clients include clear clauses dealing with IP ownership, use, and responsibility for AI-generated content.

7. Implement internal AI policies

Establish internal policies outlining how employees may and may not use AI platforms in the course of their work.

8. Consider transparency

Where appropriate, consider labelling or disclosing that content has been generated, in whole or in part, using AI.

When in doubt, consult your IP lawyer for advice tailored to your specific circumstances. We have a team of experts who operate across all aspects of IP law.



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