



Ethical AI Policy

1. PURPOSE

The Pack Music Cooperative is dedicated to preserving the integrity and dignity of music as an art form, prioritising and promoting the work of independent, unsigned artists. This policy establishes our commitment to ethical AI use and explicitly states that The Pack will not accept AI-generated music. Our goal is to support and sustain human creativity, ensure fair compensation for artists, and maintain a transparent, community-driven music ecosystem.

2. SCOPE

This policy applies to all digital services, streaming platforms, promotional activities, partnerships, and business practices within The Pack Music Cooperative. It governs how AI is used within our ecosystem and ensures that AI-driven automation does not compromise artist rights, original music creation, or the cooperative's values.

3. ETHICAL AI PRINCIPLES

Our ethical AI framework is based on Australian AI Ethics Principles and industry best practices. These principles guide The Pack's stance on AI use in music streaming and artist support:

3.1 Human-Centred Values

- AI must serve human creativity, not replace it.
- Music must be created by human artists; AI-generated compositions will not be accepted on The Pack's platforms.
- The dignity, rights, and autonomy of artists will always be prioritised.

3.2 Fairness & Equity

- AI must not be used in ways that disadvantage independent artists.
- The Pack will work to prevent algorithmic bias that could unfairly suppress local, unsigned artists.

3.3 Transparency & Explainability

- The Pack will disclose any use of AI in operational processes, ensuring artists and users understand how AI is applied.
- AI decision-making processes related to music recommendations, royalties, or content moderation will be clear and transparent.



3.4 Privacy & Security

- AI-driven data processing must comply with stringent privacy laws and ethical data-handling standards.
- Artists retain full control over their personal and creative data, including metadata, streaming analytics, and rights management.
- No AI system will be used to create unauthorised derivative works from artists' music.

3.5 Accountability & Contestability

- AI should not be used to make decisions that impact artists' rights or earnings.
- Artists have the right to challenge any cooperative decisions affecting their content, royalties, or platform visibility.
- A human oversight mechanism will be in place to review and rectify AI-related disputes.

4. AI USE RESTRICTIONS

To maintain artistic integrity, The Pack enforces the following restrictions:

- **No AI-Generated Music:** AI-composed, AI-performed, or AI-enhanced music that replaces human musicianship will not be accepted.
- **No AI Deepfake Vocals or Instrumentation:** AI-cloned voices or instrument recreations that mimic real musicians will be strictly prohibited.
- **No AI-Generated Album Art Without Artist Input:** Visual AI tools may assist artists but cannot replace human artistic contributions.
- **No AI-Driven Lyric Generation Without Artist Attribution:** Lyrics created by AI without a human composer's meaningful input will not be recognised as original works.

5. AI FOR SUPPORTING ARTISTS, NOT REPLACING THEM

While The Pack does not accept AI-generated music, we acknowledge AI's role in supporting human musicians. The following AI use cases are considered permissible:

- AI for music recommendation systems (ensuring they do not unfairly prioritise specific music genres, artists or production types).
- AI for assistive tools in production, provided the final creative decisions are made by human artists.
- AI for data analytics to help artists understand their audience without infringing on privacy or ownership rights.
- AI for accessibility features, such as automated closed captions for lyrics to improve inclusivity.



6. AI USE IN MARKETING AND SOCIAL MEDIA

The Pack Music Cooperative is committed to ethical AI practices in its marketing and social media presence. Our approach ensures that AI does not replace human creativity in promotional content while leveraging its capabilities responsibly.

- **No AI-Generated Images Without Consent:** We will not use AI-generated images for marketing, social media, or promotional materials unless they are trained on data from artists, designers, or photographers who have explicitly consented to their work being included in the AI model.
- **Human-Curated AI Assistance:** AI may be used to enhance engagement through content recommendations, but final creative decisions will always be made by human marketers.
- **Transparency in AI-Generated Content:** If AI assists in marketing materials (such as text generation for captions or engagement analytics), it will be clearly disclosed.
- **Preserving Authenticity:** The Pack will prioritise original, artist-generated visual and textual content over AI-enhanced alternatives to maintain the cooperative's authentic and community-driven brand.
- **Fair Representation:** AI tools will not be used to alter artists' likenesses or create artificial endorsements.

7. COMMITMENT TO HUMAN CREATIVITY

The Pack Music Cooperative stands as a leader in ethical AI use, ensuring that human artistry remains at the core of the music industry. We are committed to:

- Working with artists, policymakers, and industry experts to shape AI policies that protect music creators.
- Advocating for transparent and fair AI legislation that benefits independent musicians.
- Educating artists about AI's impact and how to safeguard their work from unauthorised AI exploitation.

8. POLICY ENFORCEMENT & REVIEW

This policy will be actively enforced through:

- AI content detection systems that identify AI-generated music submissions.
- A dedicated AI Ethics Review Committee that ensures compliance with these principles.
- Periodic policy reviews to adapt to emerging AI risks and ethical concerns.



This policy is a living document that will evolve through ongoing consultation with our artist communities, technology experts, and members.

Policy Review Cycle: Annual

Last Reviewed: May 2025

Next Review Scheduled: May 2026