

AI guidelines for image and video creation and editing

These guidelines define how Artificial Intelligence (AI) may be used in creating and editing visual content on behalf of Gasum. The aim is to support efficient content creation while protecting transparency, legal compliance, brand consistency and stakeholder trust.

These guidelines apply to all Gasum employees, agencies and partners who create, edit or publish visual content on behalf of Gasum, including images, videos, illustrations, campaign visuals, social media assets and internal communication materials.

Human responsibility

AI is a tool. Responsibility for the final content always remains with the human user.

All AI-generated or AI-edited images and videos must be reviewed and approved before publication by the responsible person.

Copyright and image rights

Before AI is used to modify existing photos, videos or other visual materials, the responsible person or party must ensure that Gasum has sufficient rights to edit, distribute and further process the material. This applies to materials created internally as well as materials provided by photographers, agencies, partners or other third parties.

AI content disclosure

Gasum is committed to transparent communication.

When an image or video is AI-generated or significantly AI-manipulated and could reasonably be perceived as authentic, **the use of AI should be clearly disclosed where appropriate.**

Disclosure is generally not required when AI is used solely for technical tasks such as:

- Cropping
- Resizing
- Colour correction
- Background removal
- Retouching
- Quality enhancement

As a practical rule: if AI creates realistic content, disclose it. If AI only assists with technical editing, disclosure is generally not required.

AI disclosure icons and labelling

Using the EU AI disclosure icons when publishing AI-generated or AI-manipulated visual content is recommended. The purpose is to provide transparency to audiences when AI has been used to create or significantly modify content. Clear text-based disclosures may also be used when appropriate.

When used, the AI disclosure icon must be clearly visible, appropriately sized and positioned so that it is not covered by other content.

Situation	Recommended icon	Example
Entire image created with AI	Fully AI-Generated 	AI-created illustration of a future biogas facility
Existing image significantly modified using AI	Partially AI-Modified 	Real facility photo where major visual elements have been added, removed or altered using AI
AI used only for technical editing	No disclosure icon required	Cropping, resizing, colour correction, background removal, retouching or quality enhancement
Mixed or unclear cases	Basic AI icon + explanatory text 	Marketing visual combining photography, graphic design and AI-generated elements

EU icons can be downloaded here: <https://digital-strategy.ec.europa.eu/en/policies/eu-icons-labelling-ai-generated-content>

Text-based disclosure could be:

- AI-generated image
- AI-generated illustration
- Image modified using AI
- This image was created using AI.

Restricted use cases

AI must not be used to create misleading impressions of:

- Gasum facilities
- Operations
- Employees
- Customers or customer operations
- Products
- Environmental impacts
- Events that did not take place

Record keeping and traceability

For AI-generated visual content stored in Gasum's image bank or used in external campaigns, sufficient information should be retained to identify:

- that the content is AI-generated,
- the AI tool used to create it,
- how the content was created (e.g. source files, prompts, reference materials or other relevant production information), and
- any AI disclosure applied at publication.

This information should remain associated with the content whenever practical to support transparency, reuse and compliance.

Review before publication

Before publishing AI-generated or AI-edited visual content, the responsible person should check:

- Is the content accurate and not misleading?
- What has AI changed in the image?
- Could the audience mistake the content for a real photograph, video or event?
- Is AI disclosure needed?
- Do we have rights to use and modify the source material?
- Does the content follow Gasum brand guidelines?
- Does the content contain confidential information, personal data or sensitive details?
- Has the content been reviewed by the relevant owner before publication?