NAVA
NATIONAL ASSOCIATION OF VOICE ACTORS

The Coalition for fAIr Voices

As technology advances, more opportunities and ethical dilemmas present themselves surrounding the creation, training, and storage of AI and Synthetic Voice models and systems. Protection of the data needed to create this technology has become more important than ever. This is especially true for the companies which deal directly with sound files containing recordings of the human voice.

Because of this, a group of CEOs from online casting companies, recording studios, production companies, and more have come together to make a pledge.

fAIr CONSENT

All users of a company's services should have the right to actively consent to the use of their sound files for the creation, training, and modeling of AI, Machine Learning, and Synthetic voice models.

fAIr COMPENSATION

All users should be fairly compensated, according to a mutually agreed upon rate and rate structure if a company ever wishes to use their voice or sound files for the creation, training, and modeling of AI, Machine Learning, and Synthetic voice models.

fAIr CONTROL

To the best of their ability, any company dealing with sound files or data containing the human voice should commit to safe storage and tracking of those files.

fAIr SOURCING

All files used for the training and creation of AI/Synthetic voice models should be fairly sourced, with the active consent and knowledge of the person the files are sourced from.

fAIr TERMS

Any company which requires the signing of terms of service, will have clearly outlined terms of service which prohibit the unauthorized use of a person's data and sound files for the creation and/or training of AI/Synthetic Voice models and machine learning.

By adding their names to this document, these companies are promising to uphold these practices, and to stand for the ethical use of AI technology and synthetic voice models.

Signed,

David Cicciarelli	Rolf Veldman	Armin Hierstetter	Liz Atherton	Kevin West	Miles Chicoine
Chief Executive Officer	Chief Executive Officer	Chief Executive Officer	Chief Executive Officer	Chief Executive Officer	Chief Executive Officer
Voices.com Inc.	Voice123	Bodalgo	CastVoices	VO Planet	Voquent
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