FOR IMMEDIATE RELEASE:
4.4.2025
Linsay Rousseau, Media Relations
National Association of Voice Actors - NAVA
media@navavoices.org, (323) 892-7173

Voiceover Companies Commit to not using voice actor data to train AI without consent.

15 voiceover companies commit to NAVA's fAIr Voices pledge and vow not to use voice actor data for voice cloning and AI training without the explicit active consent and fair compensation of the artists the materials are gathered from.

[Los Angeles, CA]: NAVA, the National Association of Voice Actors, announced today that 15 companies have signed the newest version of the NAVA fAIr Voices Pledge. The fAIr Voices Pledge was started in 2023 as a way for companies that handle sensitive voice actor data, such as sound files uploaded to their site, to commit to the principles of fair consent, control, and compensation regarding synthetic voice cloning and AI. It has been updated and strengthened in 2025 to give actors more confidence that companies they interact with on a regular basis are not using their sound files for AI cloning or training without their consent. The companies that have signed include: Backstage, Bodalgo, CastVoices, Ethovox, Leonardo Audio, No Studio In Particular, Pozotron, Sublight Games, soundBOX:GRP, Voice123, VoiceArchive, Voices.com, VoicesUS/VoicesUK, VO Planet, and Voquent.

"As voice actors, we send sound files containing our voices out into the world every day with relatively no AI protections or assurances that these sound files won't be used to make clones of us. This is especially true for auditions, which are done with no contract or service agreement," says Tim Friedlander, president of NAVA. "The fAIr voices pledge helps to ensure that the online casting companies, studios, agencies, and other companies which handle sound files will not use those files to make or train voice clones without the consent of the actor."

The **#fAIrVoices** campaign calls for:

- Terms of service or company policy that prohibits the unauthorized use of data for AI.
- Explicit consent before user data can be used for AI cloning or training.
- Reasonable control of work produced by any user of a company's services.
- Fair compensation if a company wishes to use user data for AI cloning or training
- Good faith efforts to protect user data from unauthorized third-party access.
- Fair sourcing of any materials and data used for AI synthetic voice models.

The fAIr voices pledge does not prohibit any company from working on projects that are AI-related or casting AI jobs through their company. NAVA encourages all companies who handle sound files and voice actor data to sign the fAIr Voices Pledge. The pledge will remain open for new companies to join.

About NAVA:

NAVA is a social impact non-profit association for professional voice actors, created to advocate and promote the advancement of the voice acting industry

###