

Content Governance & Labeling Standard

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Content Governance & Labeling Standard

1. Purpose and Objectives

This Content Governance & Labeling Standard establishes comprehensive requirements for content provenance tracking, synthetic media identification, watermarking protocols, and customer disclosure practices across all AI-generated content and synthetic media outputs. The standard ensures transparency, regulatory compliance, and customer trust through systematic content labeling and provenance documentation.

1.1 Primary Objectives

- Establish clear protocols for identifying and labeling AI-generated content and synthetic media
- Implement robust provenance tracking systems to maintain content authenticity records
- Define customer disclosure requirements for synthetic media interactions
- Ensure compliance with emerging AI transparency regulations including EU AI Act Article 50 and NIST AI RMF GOVERN-1.1
- Create auditable processes for content governance and risk management

1.2 Strategic Alignment

This standard directly supports organizational commitments to AI transparency, ethical technology deployment, and regulatory compliance as outlined in the OECD AI Principles on Transparency and Explainability.