

## Policy Document on the Use of Artificial Intelligence in Photographic Competitions and Salons

### Definitions:

- a. "Artificial Intelligence (AI)": Refers to technologies that exhibit intelligence through algorithms and can perform tasks that typically require human intelligence.
- b. "Optical Capture": Refers to the process of recording visual images of the real world using film, a camera or phone sensor, embodying the original image or photograph captured by the photographer through traditional or digital photography techniques. We recognize that photographers may capture their initial image on film and use a digital technique to convert the image to a format suitable for working in an editing programme. Where the intention is for simple conversion to digital form, this step is not intended to be considered exempt.
- c. "AI-Assisted Capture": Refers to the use of AI technologies to aid the photographer during the optical capture process, without generating new imagery not present in the real world scene. Examples include autofocus assistance, exposure adjustment, scene recognition, and image stabilisation facilitated by AI.
- d. "Non-Generative AI Post-Processing": Involves the use of AI technologies to process and enhance the original optical capture(s) without creating new content not directly based on the original capture(s). Examples include colour correction, AI-assisted masking, and denoise or sharpening.
- e. "Generative AI Techniques": Pertains to AI algorithms capable of creating new content, replacing or removing content, during the capture process or in post-processing that is not present in the real-world scene or not based on manipulation of the original optical capture(s). This includes, but is not limited to, techniques using deep neural networks. Examples include real-time filters adding elements not present in the real world scene, the creation of new imagery through text prompt or through isolation of areas of an image and letting a computer determine what will fill that space. The essence here is the role of the computer or connected networks rather than a manual action of the photographer to copy and paste parts of the image from one area to another. The key is that new pixels are created and they are not directed by the editor – it is an automated process.

## **1. Introduction**

The Photographic Society of New Zealand Inc. (PSNZ) acknowledges the advent and incorporation of Artificial Intelligence (AI) technologies in photography. This policy attempts to define various elements of treatment given to an image through the use of technology alongside what PSNZ determines to represent acceptable and unacceptable uses of AI in photographic competitions and salons conducted by the society. The aim is to ensure fairness, uphold the authenticity and originality of the artwork, and promote the skilful use of technology to enhance, not replace or supplement, the photographer's vision in what are primarily photographic images.

While the focus of this policy is on AI, there will be additional specific policies for other areas such as nature images.

### **1. Policy**

#### **2.1. Originality of Optical Captures**

All image entries must be based solely on original optical capture(s) made by the submitting photographer.

#### **2.2. AI-Assisted Capture**

AI systems can be employed to assist in the capture of images, provided they only aid in the capture process, without adding, removing, or altering elements that were present in the real world scene.

#### **2.3. Non-Generative AI Post-Processing**

AI technologies may be used for non-generative post-processing to manipulate only the pixels from the original optical capture(s).

#### **2.4. Generative AI Techniques**

The use of Generative AI Techniques either during the capture process or in post-processing is strictly prohibited. Entries found to have used Generative AI Techniques to generate visual content not present in the original optical capture(s) of the original real world scene(s) will be disqualified.

#### **2.5. Verification**

PSNZ reserves the right to request original, unedited files for any image submitted, to verify an image is consistent with the guidance provided in this policy.

### **3. Amendments**

This policy may be amended from time to time by PSNZ to reflect the evolving nature of AI technologies in photography. Any amendments will be communicated to members in a timely manner.