

Netflix published its own rules for the use of generative AI in films and series to indicate the boundaries of the permissible and reduce risks for partners.

The document appeared in the Partner Help Center section and divides the scenarios for the use of AI into low -risk and high -risk.

The company emphasizes that priorities - protection of personal data, adherence to copyright, respect for actors and film crews, as well as maintaining the confidence of the audience. In particular, it is forbidden to use AI to create “new acting speeches” or “replacing work covered with trade union agreements, without the consent of the participants”.

Netflix also requires that the tools used do not study on production data, and the generated materials remain temporary and do not fall into the final product without verification.

PROPOSED USE CASE MATRIX

We have provided a Proposed Use Case Matrix at the end of this guidance as a tool to triage your proposed use case quickly.

Proposed Use Case	Action	Rationale
Using GenAI for ideation only (moodboards, reference images)	✓	Low risk, non-final, likely not needing escalation if guiding principles are followed.
Using GenAI to generate background elements (e.g., signage, posters) that appear on camera	⚠	Use judgment: Incidental elements may be low risk, but if story-relevant, please escalate.
Using GenAI to create final character designs or key visuals	🛑	Requires escalation as it could impact legal rights, audience perception, or union roles.
Using GenAI for talent replication (re-ageing, or synthetic voices)	🛑	Requires escalation for consent and legal review.
Using unowned training data (e.g., celebrity faces, copyrighted art)	🛑	Needs escalation due to copyright and other rights risk.
Using Netflix's proprietary material	⚠	Needs escalation for review if outside secure enterprise tools.

Mashed potatoes

In some cases, the use of AI should be coordinated at a higher level.

The company has already faced the use of AI: for example, in the documentary What Jennifer DID and in the series The Eternaut, where part of the VFX replaced generative graphics.