

**Generative AI for marketing content creation**  
**IMAGE CHECK LIST**

| When Sonova is using GenAI images, we must consider a number of legal, ethical, operational, and reputational factors during the review process. Here's a structured breakdown of what should be reviewed before using GenAI images: |                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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| Image Elements                                                                                                                                                                                                                       | Attention Point                                                                                                                                                                                                                                               | Guidance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| IMAGE SOURCING & PRODUCTION                                                                                                                                                                                                          | Sources                                                                                                                                                                                                                                                       | <p>The growing demand for AI-generated images has led to a surge in tools and platforms offering generative AI capabilities – from open-source models to commercial services. While this variety provides flexibility and creative potential, it also introduces risks around licensing, data provenance, and ethical use, making it essential for organizations as ours to carefully evaluate which tool they choose to use.</p> <p><b>Avoid</b> bias, discrimination, misinformation, or cultural insensitivity.</p> <p>Pay extra attention to image content for unintended bias or harmful stereotypes, especially involving gender, race, religion, disability, etc.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|                                                                                                                                                                                                                                      | Ethical & responsible AI use                                                                                                                                                                                                                                  | <p>Ensure images are appropriate across regions and cultures (e.g., attire, gestures, symbolism): Watch for offensive or misrepresentative elements when used globally. Misrepresentation:</p> <p>Do not use GenAI images to depict real people or events unless clearly labeled as synthetic.</p> <p>Never create "deepfakes" or deceptive content.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|                                                                                                                                                                                                                                      | Approved vendors                                                                                                                                                                                                                                              | <p>As AI tools become more integrated into post-production workflows, it's important that we stay aligned on when and how they're being used – and ensure we're maintaining full transparency throughout the review process.</p> <p><b>AI Usage Must Be Declared</b><br/>If a vendor uses AI in any part of the post process (e.g., image enhancement, retouching, generative fill, background changes, or upscaling), they are required to disclose that use clearly. This includes what tool was used and what it was used for.</p> <p><b>Look for Undisclosed AI Work</b><br/>When reviewing assets, be mindful of signs that AI may have been used – especially in areas like skin smoothing, object removal, or content generation. If AI involvement is not noted but suspected, flag it for follow-up.</p> <p><b>No AI Use Without Pre-Approval</b><br/>Vendors are not allowed to use AI tools unless they've received prior approval from us. Unauthorized AI use is against our policy and should be reported immediately.</p> <p><b>Documentation is Key</b><br/>All AI-related edits should be supported by notes or metadata from the vendor. If this information is missing, please request clarification before sign-off.</p>                                                                                                                      |
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| REALISM                                                                                                                                                                                                                              | Unatural looks                                                                                                                                                                                                                                                | <p>When reviewing GenAI images, it's important to critically assess visual quality and realism. Look for and flag or exclude any elements that appear unnatural, distorted, or inconsistent with reality—such as human figures with irregular anatomy (e.g., extra limbs, distorted faces, unnatural eyes or hands), unrealistic lighting or shadows, or landscapes and cityscapes with warped structures, illogical perspectives, or implausible details. These anomalies can undermine credibility, damage brand perception, or mislead viewers, especially in contexts where visual accuracy matters. All images should meet a basic standard of visual coherence before being approved for use.</p> <p>Always aim for the best possible quality so that the generated image looks as realistic as possible. I in doubt, disapprove it.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|                                                                                                                                                                                                                                      | <b>This is a summary of generally applicable aspects. However, make sure that the look &amp; feel complies with the respective brand's image guidelines.</b>                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| TONES, LIGHT & TEXTURES                                                                                                                                                                                                              | Color Accuracy                                                                                                                                                                                                                                                | Ensure the colors are appropriate for the subject and environment.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|                                                                                                                                                                                                                                      | Color Harmony                                                                                                                                                                                                                                                 | Review the overall color harmony. AI can sometimes produce unnatural hues or inconsistent color tones across different areas of the image. The image's palette should be cohesive and aligned with the desired mood or brand guidelines.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|                                                                                                                                                                                                                                      | Lighting Consistency                                                                                                                                                                                                                                          | Review the light sources to ensure they are consistent throughout the image. AI might misinterpret where light is coming from, leading to highlighting specific elements inconsistently. (eg: Consistency in light sources in the scene especially when looking at the face and eyes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|                                                                                                                                                                                                                                      | Realistic Shadows                                                                                                                                                                                                                                             | Check that the shadows are natural and reflect the positioning of the objects and figures in the image. Inconsistent or mismatched shadows can break the realism of the image.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|                                                                                                                                                                                                                                      | Face Lighting and Shadows                                                                                                                                                                                                                                     | Make sure the lighting on the face is natural and consistent with the rest of the image. AI can produce strange shadows or unnatural lighting effects, especially around the eyes or nose.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|                                                                                                                                                                                                                                      | Eyes Reflection and Light                                                                                                                                                                                                                                     | Ensure that the reflection of light in the eyes (catchlights) is natural. Overly bright or misplaced highlights can make the eyes look unnatural.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|                                                                                                                                                                                                                                      | Surface Texture                                                                                                                                                                                                                                               | Assess the textures of different materials (e.g., skin, fabric, glass). Sometimes AI struggles to render realistic textures, leading to plastic-like or overly smooth surfaces or wax faces.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| DEEPFAKE                                                                                                                                                                                                                             | Fine Details                                                                                                                                                                                                                                                  | Look for details in complex surfaces, such as hair, fur, or intricate patterns, which may appear muddled or unclear.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|                                                                                                                                                                                                                                      | <b>Deepfakes are synthetic media that convincingly imitate real people's likenesses, voices, or actions using AI. While not all synthetic media are harmful, deepfakes are often used deceptively, risking legal, ethical, and reputational consequences.</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|                                                                                                                                                                                                                                      | <b>How to Spot Deepfakes</b>                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|                                                                                                                                                                                                                                      | Look closely for subtle visual, anatomical, and contextual flaws. Here's what to examine:                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|                                                                                                                                                                                                                                      | <b>Area</b>                                                                                                                                                                                                                                                   | <b>What to Check</b><br><b>Example of Warning Sign</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| DEEPFAKE                                                                                                                                                                                                                             | Visual depiction of humans                                                                                                                                                                                                                                    | <p><b>Human Faces &amp; Bodies</b><br/>Eyes =&gt; Are the eyes symmetrical and correctly aligned? =&gt; One eye is noticeably higher or smaller than the other.<br/>Hands =&gt; Are there five fingers, in realistic positions? =&gt; Extra fingers or fingers fused together.<br/>Teeth &amp; Mouth =&gt; Are the teeth uniform and spaced normally? =&gt; Merged or melted-looking teeth.<br/>Skin Texture =&gt; Does skin look overly smooth or inconsistent? =&gt; Plastic-like skin with no pores or visible noise.</p> <p><b>Background &amp; Context</b><br/>Background elements =&gt; Are buildings, objects, and text coherent? =&gt; Warped street signs or unreadable text.<br/>Lighting =&gt; Do light and shadows fall naturally? =&gt; A face is brightly lit, but the surrounding room is dark.<br/>Clothing =&gt; Is fabric detail consistent and believable? =&gt; Collar blends into the neck or clothing lacks texture.</p> <p><b>Image Coherence</b><br/>Reflections =&gt; Are reflections accurate (mirrors, water)?=&gt; No reflection at all, or mismatched reflection content.<br/>Accessories =&gt; Are glasses, jewelry, or hats attached naturally? =&gt; Glasses don't align with ears or cast no shadow.<br/>Facial Emotion =&gt; Do expressions match body language or context? =&gt; Smiling face with tense or angry posture.</p> |
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| REGULATIONS & JURISDICTIONAL RISK                                                                                                                                                                                                    | Data Protection Laws (GDPR, CCPA, etc.)                                                                                                                                                                                                                       | Ensure no real personal data is included in generated images (e.g., biometric resemblance)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|                                                                                                                                                                                                                                      | AI-Specific Laws (EU AI Act, China AI Guidelines, etc.)                                                                                                                                                                                                       | Some regions require labeling or disclaimers for synthetic content. In anticipation of upcoming compliance obligations around transparency and traceability, Sonova wants to add a disclosure to indicate that the assets have been partially created with AI.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| PROTECTING CONFIDENTIALITY                                                                                                                                                                                                           | Product Renderings                                                                                                                                                                                                                                            | It is against company policy to share sensitive blueprint files of product (e.g. STP files). The partnership of our marketing teams and their partnered creative agencies are approved relationships with signed contracts and NDA's. Sharing confidential files of unreleased product in a public generator violates company policy.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                               | Any display of product that is incorrect increases the risk of poor brand image, distrust in our product, reliability is questioned, all negative aspects that are counter intuitive to our brand image and company success.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |