

Are you: Concerned your voice, face, or performance may have been improperly used for AI?

— Request a consultation
[Link here](#)

1. Your Rights

Generative AI systems are trained using recordings of real people — including actors, voice artists, dancers, presenters, and other creative professionals. Many performers assume this is purely an intellectual property issue. In fact, UK data protection law may give you rights even where copyright does not. Your image, voice and motion capture recordings are usually personal data. Using them to train or deploy AI systems is data processing.

This gives you GDPR rights, which might include:

- * Requesting details of how your data was used
- * Learning who it was shared with
- * Objecting to further use
- * Requesting deletion of training data
- * Challenging invalid consent

2. Who We Are

AWO is a law firm and consultancy that empowers individuals and organisations to uphold data rights, comply with the law and effect change in data protection & digital policy. We're doing this because there is uncertainty around how AI should treat creatives' data. We will never share identifiable details without your express consent.

We have previously:

- * Advised performers' organisations
- * Published guidance on generative AI and performer data
- * Worked on data rights issues involving emerging technologies

We want creatives to:

- * Get accurate legal information
- * Avoid signing away rights unknowingly
- * Help clarify the law where necessary

3. What we're offering

We are providing free 30m confidential & no obligation legal consultations to UK-based performers and creatives.

The purpose is to help you:

- * Understand what may have happened
- * Identify what information you are entitled to request
- * Assess whether any action is realistically available

You could ask us about:

- * Digital replicas
- * A production company scanning your face or body
- * Voice cloning
- * Appearing in material you did not perform
- * Archive footage reused for AI
- * Being asked to sign a "scan" or "AI consent" clause you did not understand
- * Being told recordings may be used for "future technologies"
- * A contract signed years ago being relied upon now