

Content ownership, originality and AI disclosure

The three questions that stop a content purchase, answered in one document so that our website, our contract and our sales conversations cannot disagree with each other.

1. Ownership

The finished articles	Yours, outright, on payment in full. Worldwide, in perpetuity, with no attribution requirement.
The briefs	Yours. They are part of the deliverable, not our working file. They remain reusable by you whoever writes the next set of articles.
The images	Yours, on the same terms. They are generated for your article and are not licensed stock.
Your style guide and brand voice	Yours. It lives in your project and leaves with you. On request we return it in structured form, which is usually more useful than the document you gave us.
Reuse by us	None. Not for another customer, not as a sample, not in a case study, not as a portfolio piece, unless you agree in writing to a specific use.
Naming you	We will not name you as a customer, use your logo or publish a case study without your prior written consent, and consent to one of those is not consent to the others.
If you cancel	You keep every article delivered and every brief approved. Nothing is clawed back.
Model training	We do not train models. We call commercial model APIs. Each provider's own terms govern what it does with API traffic, and we will point you at the current version of those terms rather than paraphrase them.

2. Originality

What we say. Articles are generated from a brief you approve. They are not assembled from copied text, and research sources are used to ground the article rather than to supply sentences for it. If you identify a genuine match with existing published text in anything we deliver, we rewrite that article at no charge.

What we do not say. We do not claim "100% original" or "plagiarism free", because we do not run an automatic plagiarism scan by default and we will not assert something we do not measure. If a scan is a requirement for you, tell us at kickoff and we will build it into the process and price it.

YOUR QUESTION	OUR ANSWER
"Do you check facts?"	Articles are researched against live sources, and a source the article draws on is linked where it is used. This is not a fact-checking service and your reviewer remains your reviewer. A claim that needs sign-off is flagged rather than asserted.
"Do you copy our competitors?"	No. The competitor analysis produces a gap report of subjects and coverage, not text. It tells you what a competitor covers, never what they said.
"What about quoted material?"	Where an article quotes a source it is attributed and linked. If your house style forbids external links, tell us at kickoff.
"Who is responsible if something is wrong?"	You review before publication, as you would with any supplier's draft. Our liability is set out in the pilot agreement.

3. AI disclosure

Our position. Every article is produced by an AI content pipeline from a brief you approve, and is edited by a professional human editor before delivery. Whether you disclose that to your readers is your decision. We will supply a disclosure line on request, we will not object to disclosure, and we will not require it. Where a platform rule, a client contract or a professional obligation requires disclosure, that obligation takes precedence and meeting it is your responsibility.

What the search guidance actually says

Google's published guidance on generative AI content says three things worth knowing exactly, because the summary that circulates is usually wrong:

- Generative AI "can be particularly useful when researching a topic, and to add structure to original content".
- Using generative AI tools "to generate many pages without adding value for users may violate Google's spam policy on scaled content abuse". The policy is about purpose and value, not about production method: a person writing many thin pages breaks it too.
- "Sharing information about how a piece of content was created can help give your readers more context."

Source: Google Search Central, "Google Search's guidance about AI-generated content", last updated 10 December 2025. We will send you the link rather than ask you to take our word for it.

Where else it comes up

SITUATION	WHAT GOVERNS	WHAT TO DO
You resell the content to your own clients	Your client contract	Check it before the pilot rather than after. If a client has a no-AI clause, do not use us on that account and we will not be offended
You sell through a freelance marketplace	The platform's policy. Fiverr, for example, requires AI use to be disclosed on request and requires a buyer's pre-order no-AI instruction to be honoured	Read the platform's current policy and follow it
Publisher branded or sponsored content	The sponsor's contract	Get the disclosure rules in writing at kickoff
Academic or education marketing content	Institutional policy, which differs from the policy on student and research work	Ask which policy applies to marketing and prospectus copy specifically
Regulated claims: financial, medical, supplements	Your regulator and your own reviewer	Disclosure is not the issue, the claim is. Your reviewer stays in the loop and we do not replace them

A disclosure line, if you want one

This article was produced with AI assistance from a brief approved by our team, and was edited by a professional editor before publication.

It is accurate, it is short, and it says the part that matters to a reader, which is that a person edited it. Change it to whatever fits your house style.

4. Where this document sits

The commitments here are reflected in clauses 7, 8, 9 and 10 of the content pilot agreement. If this document and that agreement ever disagree, the agreement governs and this document is wrong and must be corrected.