



Vizrt AI Mission Statement & Principles

Advancing the future of visual storytelling with human-centric AI — designed to empower creativity, respect individuals, and earn confidence at every step.

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1 Our Mission

At Vizrt, we believe artificial intelligence (AI) is a powerful tool to augment human creativity, simplify complexity, and enhance how stories are told across broadcast and live production environments.

Our Mission Statement is:

“Advancing the future of visual storytelling with human-centric AI — designed to empower creativity, respect individuals, and earn confidence at every step.”

As we integrate AI into our products and services, we strive to ensure this technology is deployed in ways that follow these important principles:

- Act responsibly
- Operate transparently, so people understand how AI is used and why
- Respect privacy and data, protecting individuals and organisations
- Reflect the expectations and values of the communities we serve, including the concepts of “human-centric” design.

Our approach is grounded in globally recognized standards and regulations, including the OECD AI Principles, the EU Artificial Intelligence Act, and the GDPR, ensuring our use of AI meets both today's requirements and tomorrow's expectations.



2 Our Principles

2.1 Responsible Innovation

Innovation is at the heart of what we do — but so is responsibility. We explore and deploy AI capabilities in our products where they bring meaningful creative and operational value to our customers.

In live production, reliability is essential, so we aim to ensure that AI capabilities are suitably tested, monitored, and designed to enable human oversight.

Our processes are designed to detect, prevent, and respond to AI-related issues promptly and transparently.

We approach innovation thoughtfully, with attention to ethical impact, safety, and user wellbeing. Our AI solutions are developed and deployed in alignment with applicable laws, especially the EU Artificial Intelligence Act. We continuously monitor legal developments as part of our ongoing compliance efforts compliance in a rapidly evolving industry.

2.2 Transparency

Providing clear information about how AI is used within our products and services, including its capabilities, limitations, and intended use cases is a vital component of every AI deployment.

Where applicable, we will provide context to help users understand how AI-generated outputs are produced and how to use them appropriately.

2.3 Privacy-Respecting and Data-Conscious

Data protection is a key element in all our AI implementations. Personal Data, where collected, is handled responsibly and in line with applicable privacy laws and our data handling policies. Vizrt maintains rigorous data security policies and undertakes to train our personnel on proper classification, handling, and retention principles. Our guidelines are designed to mitigate any inherent biases in the output of our own proprietary models, and we expect the same of our third-party AI partners.

Our Privacy Policy and Data Processing Addendum are available at the following link: <https://www.vizrt.com/legal/>.



2.4 Human-Governed Design

We design and deploy AI capabilities to support the customer and its personnel, and streamline our customer's operations. Whether it's automating metadata tagging or identifying overlaid graphics in a live production, AI is there to support, assist and orchestrate our customers' storytelling needs. The final judgment and control always rest with the user.



3 Governance and Future Updates

We are committed to enhancing our AI governance and internal practices as technology, regulations, and industry expectations develop. This includes internal reviews, engaging with external experts, and updating this Statement and these Principles as needed.

If you are a Vizrt customer and have questions about AI in our solutions, please reach out to your account representative or contact us at <https://www.vizrt.com/support/>.