



# EDITORIAL AI CHARTER

**This charter sets out our commitments regarding the use of generative artificial intelligence (AI) within our editorial teams. Transparency is essential: this charter makes clear how we use AI, and above all where we draw the line - because trust remains the foundation of our brands.**

Artificial intelligence, which is already used across our titles as an automation tool (including machine learning, recommendations, targeting, and more) has reached a new level in recent years with the emergence of generative AI models. This marks a major technological shift, both in terms of the range of sectors it will affect and the speed at which it is being adopted by professionals and the general public.

This technological evolution creates many opportunities, but it also raises numerous ethical questions, particularly regarding its use in journalism. That is why we consider it necessary to define, as precisely as possible, the framework within which these technologies may be used by the editorial teams of Roularta Media Group. In keeping with the relationship of trust we have with our readers, we have chosen to publish these principles. We also encourage readers to share any questions or comments with us, which we will handle with the utmost care. You can contact us at [team.digital@roularta.be](mailto:team.digital@roularta.be).

---

## WHAT WE STAND FOR

Roularta Media Group stands for high-quality, reliable, and relevant journalism. This remains our guiding principle. The quality of our journalists' work is what sets us apart and what makes our brands successful.

For our brands, this means the ability to offer our readers editorial value, help readers make sense of the news, reveal sensitive truths, and deliver journalism with impact. We aim to tell stories that resonate with our readers, stories with both warmth and nuance, provide clear and accurate answers to practical questions, interpret trends, place experiences in context, and open up meaningful topics for discussion. We value nuance and a strong connection to reality that our readers feel seen, supported, and well informed.

We safeguard diversity of perspectives, avoid the filter bubbles created by excessive personalization, and maintain an editorial mix that surprises and connects. Reliability remains the foundation: sources are carefully checked, and facts are never blindly left to an AI model.

Recognizing that the applications of AI will continue to expand and that its importance will grow, we will update and clarify our position in line with the ethical charters and practices applicable to the different publications within our group.

# OUR COMMITMENTS RELATE TO TWO CATEGORIES OF AI USE:



## TEXT GENERATION

AI is a tool that supports editorial work; it is not an author. The use of AI to generate text (having AI write full articles) is not permitted. Our journalists remain fully responsible for their work.

Examples of where AI may be used, in whole or in part, include summaries, transcription, copyediting, SEO, language correction, readability, structural suggestions, headline and subheading ideas, content enrichment, and brainstorming. We also use AI to improve the reading, listening, and viewing experience for our audiences. This includes automatic video subtitles, AI-powered article read-aloud features, and the Maia chatbot. In such cases, we always and exclusively work from source texts created by journalists and editorially approved before publication.

Adaptations cannot always be manually curated one by one. That is why we work with clear quality guidelines, sample checks, and the ability to quickly make adjustments if errors occur. We remain alert to bias: we assess output against our values, actively look for blind spots, and correct stereotyping. When readers see text adapted using AI, we always make this clearly known.

We also reserve the right to publish articles written with the help of AI for illustrative purposes, for example as part of an investigation into ChatGPT. In such cases, we will explicitly disclose the origin of the content.

Finally, journalists may use various AI tools in the same way they use a search engine, but they must always return to their own sources to guarantee the origin of their information.



## AUDIO, IMAGE, AND VIDEO GENERATION

We do not intend to publish images or videos generated entirely by AI without editorial and human oversight. Voice-related AI will only be used based on a journalistic piece.

AI-generated drawings are used to illustrate some of our articles. Illustrations featuring well-known people may also be created with AI, provided the editorial team clearly indicates this in the source credit and provided there is no risk of deception. Readers must be able to clearly see that the image is not a photograph. We avoid pseudo-realistic AI reconstructions of real news events.

For lifestyle brands, we allow limited, standard post-production of photos, such as adjustments to color, light, sunlight, contrast, and background, but we do not make changes to bodies or faces. We are also extremely cautious with travel features and fashion shoots: we never claim that a model wore a particular outfit or was photographed in a recognizable location if that is not true. In cases where there may be ambiguity, we disclose this in the source credit.

As with text, we may use AI as a tool to summarize videos, particularly to make distribution across different platforms easier. We also use AI to translate and dub videos, always with editorial and human oversight. The voices are never AI-generated; they are the voices of our journalists, which may then be processed using AI. As with images, this is explicitly stated in the videos whenever this is the case.



## WHAT WE NEVER DO

- Allow AI to write full articles
- Give AI the final say on content, framing, or publication without human review or proper training
- Allow AI to invent testimonials, quotes, or sources
- Use AI to automatically “verify” facts or as a source of information without human oversight
- Treat AI as a replacement for expertise
- Use synthetic visuals that confuse reality or stage news events without clear context
- Create AI-generated photographs of people: we do not create “new” photos of people, we do not create AI-generated faces, and we do not engage in misleading image manipulation
- Use AI to invent recipes, cycling routes, travel itineraries, clothing patterns, craft instructions, and similar content: these are always invented, photographed, and tested by people
- Use personalization that traps readers in a bubble: the editorial team continues to choose, interpret, and surprise