

AI disclosure notes — Campaign Image Generator v0.9

(brief assistant)

Sablewick Studio · Creative Technology · Working notes SW-CT-009 · Draft for the Article 50(1) evidence register

The Campaign Image Generator is an internal tool built by Sablewick’s creative-technology team on a licensed image model. Its brief assistant talks to account managers and designers in natural language to turn a campaign brief into image prompts. Because the assistant converses with people, Article 50(1) applies to that part of the tool; this note records what is in place and what is not yet.

1. Where the brief assistant is offered

Entry point	Location	Disclosure shown	Status
Studio web app	studio.sablewick.example — “New campaign” flow	First assistant message	Deployed in v0.9
Team chat integration	Studio workspace, /campaign command	None yet	Not yet deployed
Client review portal	Shared review links	Not applicable — clients see finished images, not the assistant	—

2. The disclosure text as deployed (web app only)

Studio web app — first assistant message, build 0.9.3

I’m the Sablewick brief assistant, an **AI system**. Describe the campaign and I’ll draft image directions for the team to review.

3. Known gaps

Team chat integration has no disclosure. The `/campaign` command answers directly without the opening sentence. Ticket CT-412 is open; until it ships, the checklist item “covers all entry points” cannot be attested.

Deployment locations are not yet recorded in the system register. The table above is the only record; it has not been copied into the register the evidence checklist asks for.

4. Version currency

These notes describe v0.9, the version in use by the studio team. The tool is still marked as a pilot; a v1.0 release is planned once the marking work in section 5 is complete.

5. Related work

Output marking for generated images (Article 50(2)) is handled separately. Images leaving the tool carry a C2PA manifest from the generation pipeline; the marking-mechanism evidence for that has not yet been filed. Deep-fake disclosure for images that depict people or places (Article 50(4)) is covered by the review-portal labelling, filed against *deepfake_disclosure*.

Prepared by: Creative Technology Lead, Sablewick Studio. Status: draft — two checklist items outstanding.

SPECIMEN — Clause50 demo document. Not evidence of any real AI system.