

AI Risk Quick Guide

Copyright, Prompts, Output, and Disclosure

Generative AI can assist with brainstorming, research, editing, images, translation, and content creation. It can also introduce copyright, ownership, accuracy, privacy, and disclosure problems that are not always obvious from the output.

The person publishing the material remains responsible for it. “The AI did it” is not a legal defence, an editorial standard, or a particularly impressive apology.

Who Owns What?

Material	What to Know
Your original work	Using AI to edit, analyze, or discuss your work does not automatically transfer your copyright. However, the AI provider’s terms may grant it certain rights to process uploaded material.
Your prompt	A detailed original prompt may contain copyrightable expression. Short instructions, ideas, styles, and functional commands usually receive little or no copyright protection.
AI-generated output	Ownership and copyright protection remain legally uncertain and vary by country. Contractual rights granted by the AI provider are not the same as copyright.
Human revisions	Original material you add through human creative choices may be protected even when the underlying AI-generated material is not. Copyright may apply only to the human-created portions.
Uploaded third-party material	Uploading material does not give you rights you did not already have. You remain responsible for having permission to use copyrighted, confidential, private, or restricted content.
Similar output given to others	AI systems may produce similar or identical output for different users. Even if a platform assigns its rights in the output to you, it may not guarantee that the output is unique.

In the United States, copyright protects human-authored expression but not material generated entirely by AI. A work containing both may qualify for protection in the human-created selection, arrangement, revision, or other original contributions.

Canadian law has not resolved every question involving generative AI. Existing copyright principles emphasize human skill and judgement, making it risky to assume that entirely machine-generated material receives copyright protection.

The safest approach is to treat AI output as material requiring human authorship, verification, and revision—not as a finished work that arrives with unquestionable ownership.

Official information: [U.S. Copyright Office—Copyright and Artificial Intelligence](#)

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Prompts That Increase Risk

Avoid asking an AI system to:

- Reproduce or continue a copyrighted book, article, song, screenplay, or other work
- Supply song lyrics, poems, quotations, or passages you have not independently verified
- Rewrite copyrighted material merely to disguise its source
- Create a sequel, missing chapter, alternate ending, or companion work based closely on protected material
- Imitate a living author or artist so precisely that the result may be mistaken for their work
- Reproduce protected characters, fictional worlds, logos, or branded designs for commercial use
- Transform a manuscript, image, client file, or other material you do not have permission to upload
- Reveal confidential, private, legally privileged, or personally identifying information
- Produce citations, quotations, legal claims, or historical facts without requiring verifiable sources

A creative style is not generally protected by copyright on its own. However, a prompt requesting exact imitation can encourage output that reproduces protected expression, recognizable characters, distinctive passages, or other elements belonging to someone else. Changing a few words does not necessarily make copied material original.

Red Flags in AI Output

Pause and investigate if the output contains:

- A quotation you did not provide
- Song lyrics or poetry
- A passage that seems unusually polished, distinctive, or familiar
- A recognizable character, setting, slogan, logo, or fictional object
- Citations you cannot locate
- Links that do not exist
- Specific statistics without a traceable source
- Confident legal or factual claims unsupported by authority
- Details about a real person that may be private, defamatory, or invented
- Sudden shifts in voice, spelling, terminology, or quality
- A close resemblance to a particular author, artist, book, image, or franchise

AI systems can invent sources, combine unrelated facts, misattribute quotations, and produce language resembling existing material. Plausibility is not verification.

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Search suspicious phrases. Open the cited source. Confirm quotations word for word. Verify names, dates, laws, statistics, and ownership information through reliable sources before publication.

AI-Assisted vs. AI-Generated

The distinction matters because publishers and platforms may treat the two differently.

AI-assisted content begins with human-created material. AI is used to brainstorm, edit, refine, analyze, check, or improve it, but the author creates the final expression.

AI-generated content is text, imagery, or translation produced by the AI system and used as content in the finished work—even when a human later edits it substantially.

Not every platform uses these definitions, so always read the applicable policy.

Amazon KDP currently requires disclosure of AI-generated text, images, and translations. It does not require disclosure of AI-assisted content. Under KDP's definition, content remains AI-generated even if it was substantially edited afterward.

Official information: [KDP Content Guidelines](#)

Disclosure Considerations

Disclosure may be required by:

- A publisher
- A self-publishing platform
- A contest or award
- A client contract
- An academic or professional institution
- A stock-image or licensing service
- A funding body or professional association

Requirements can apply to text, cover art, interior images, translations, editing, research, or promotional material. They may also distinguish between generative AI and ordinary software tools that use AI features.

Before submitting or publishing, confirm:

- Whether AI use must be disclosed
- What the organization defines as AI-generated
- Whether AI-assisted work is treated differently
- Where the disclosure must appear
- Whether certain AI uses are prohibited
- Whether records of prompts or revisions must be retained

Policies change. A use that was permitted or undisclosed when a project began may be treated differently by the time it is submitted.

Voluntary reader disclosure is a separate decision. A platform may require private disclosure during publication without placing an AI label on the public listing. An author may also choose

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to explain how AI was used, particularly when the use was substantial or relevant to the reader's expectations.

Before You Publish

You should be able to explain:

- What the AI contributed
- What you contributed
- Where factual claims and quotations came from
- Whether you had the right to upload source material
- Whether the output resembles protected work
- Whether disclosure is required
- Which parts of the final work are unquestionably yours

Keep important prompts, drafts, source records, licences, and revision history with the project files. They may help demonstrate the human creative work involved and the steps taken to verify the result.

AI can help produce a work. It cannot take responsibility for publishing one.