

I. Introduction

Visit Tucson is committed to sharing authentic content that accurately and responsibly represents Tucson and Southern Arizona.

This policy reflects our [brand values](#) of Original and Grounded, and our Genuine brand voice. Tucson's story is real and not manufactured to look a certain way.

II. Policy

To maintain the integrity and authenticity of our social media channels, Visit Tucson will not accept, publish, repost, or collaborate on social media content that has been created or altered using generative AI.

This policy applies to all event partners, community organizations, businesses, tourism partners, creators, agencies, and other organizations seeking to collaborate with Visit Tucson on social media.

This includes, but is not limited to:

- **AI-generated images:** Photographs, illustrations, renderings, or other visual assets created or substantially generated by AI.
- **AI-generated graphics:** Flyers, promotional graphics, event artwork, advertisements, logos, illustrations, or other designed assets generated by AI.
- **AI-generated multimedia:** Videos, animations, motion graphics, audio, voiceovers, music, or other multimedia content generated using AI.
- **AI-generated or AI-altered people, places, or environments:** Content that creates, replaces, or materially alters people, destinations, businesses, landmarks, events, or other real-world elements through generative AI.

This policy applies regardless of which AI tool, platform, software, or production method is used.

III. Editing and Prohibited AI Alterations

Basic editing and retouching are permitted when they improve the quality of an authentic asset without changing the reality of the scene. Examples include cropping, resizing, color and exposure adjustments, basic retouching, noise reduction, sharpening, and standard video editing.

When an AI-generated alteration creates something that was not actually captured or changes a substantive element of what was captured, the content will not be accepted for publication on Visit Tucson's social media channels.

Examples of prohibited alterations include, but are not limited to:

- **Generative Fill or Addition:** AI-generated people, objects, scenery, buildings, food, décor, crowds, or other elements not present in the original content. *For example, adding snow to an image taken in the summer*
- **Structural or Environmental Alterations:** Using AI to change the appearance, layout, size, or physical characteristics of a real location, attraction, landscape, venue, event space, or destination.
- **AI-Generated Food or Products:** Creating or substantially altering food, drinks, products, merchandise, or other items to make them appear different from what was actually photographed or experienced.

IV. Social Media Collaborations

Event and organization partners wishing to collaborate with Visit Tucson must provide authentic, original content that accurately represents their event, organization, business, or experience.

Visit Tucson will not approve a social media collaboration, repost, or share on stories when the proposed content contains AI-generated images, graphics, video, audio, or other generative AI assets.

If AI-generated content is identified after submission or approval, Visit Tucson may decline to publish the content, remove or discontinue the collaboration, or request replacement assets that comply with this policy.

Visit Tucson reserves the right to determine whether submitted content complies with this policy and to decline any content that does not meet our authenticity standards.

V. Definitions

- **Generative AI:** Artificial intelligence technology that creates or substantially modifies content, such as images, graphics, video, audio, text, or other media, based on user instructions, prompts, or other inputs.
- **Substantially Generated:** Generative AI created a significant portion or primary creative element of the final asset, even if the asset was subsequently edited or combined with human-created content.