ICC Statement on the Use of AI

Draft

Global Marketing and Advertising Commission

Ensuring responsible marketing practices worldwide has been a long-standing ICC commitment. [ICC’s Advertising and Marketing Communications Code](https://iccwbo.org/news-publications/policies-reports/icc-advertising-and-marketing-communications-code/) or the ICC Code – is a globally-applicable self-regulatory framework, developed by experts across all industry sectors worldwide. Since 1937, it has served as the cornerstone for most self-regulatory systems around the world.

The ICC Marketing Communications Code covers all forms of commercial marketing communications and is media and technology neutral. It applies to all mediums and platforms including social media, mobile, virtual and marketing communications using artificial intelligence, as well as new technologies that become available in the future. As such, it serves as a practical resource for practitioners developing and delivering marketing communications, including with the assistance of artificial intelligence (AI), algorithms, and other automated technologies. Marketers should ensure that the ICC Marketing Communications Code is followed whether marketing communications are created, modified or delivered solely by humans or with the assistance of AI. When employing such technologies, marketers must remain at the helm and continue to exercise due care and oversight to ensure that marketing communications are legal, decent, honest, and truthful.

ICC’s Global Marketing and Advertising Commission is currently in the process of revising the ICC Marketing Communications Code to ensure that it is up-to-date, user-friendly, and reflects the evolving technological landscape. The current Code already clearly states in several instances that the “responsibility to observe it also applies to all participants in the marketing eco-system, including (…) those responsible for preparing algorithms and the use of artificial intelligence for marketing communications purposes”.

The upcoming revised version of the Code to be launched in the second half of 2024 will reiterate and clearly address in the scope that marketers’ responsibilities do not change with the use of AI and marketing communications prepared or delivered using AI must meet the same standards as all marketing communications.

We therefore call on all marketers and related constituents of the advertising ecosystem who design, create, deliver, or control marketing communications through the use of AI, algorithms, and other automated technologies to observe the ICC Marketing Communications Code and continue to produce responsible marketing communications whatever the means used.