INFO SHEET

# How to protect your voice and images from AI

12 simple tips for artists

**1 Secure your website**
Block AI crawlers in your website settings (e.g. WordPress, Squarespace, Cloudflare). Works with reputable providers, no guarantee.

**2 AI clauses in every contract**
Put in writing that image, voice and recordings may not be used for training, cloning or synthetic doubles.

**3 Use SzeneSchweiz modules**
Adopt the current contract modules and AI clauses from SzeneSchweiz. If in doubt, the association's secretariat will advise you.

**4 Regulate doubles and voice clones**
Require separate consent and pay, with a time limit, deletion after the project and a right to inspect. Applies to motion capture too.

**5 Upload reduced images only**
Only in low resolution (max. 1000 pixels wide) and with a visible watermark. On social media, only caution when uploading helps.

**6 Visible watermarks**
Add a visible watermark to portfolio images, e.g. with free tools such as Canva or Gimp.

**7 Invisible watermarks**
Protect high-resolution images with digital signatures and record authorship via Content Credentials.

**8 "Cloak" images**
Tools like Glaze and Nightshade make it harder for AI to read images. Not full protection, but helps against routine crawling.

**9 Protect your voice**
Don't hand out long, clean voice samples without a contract. Regulate recordings by contract and check for AI training in voice jobs.

**10 Regulate AI dubbing**
Specify whether and in which languages your voice may be used. Separate consent and pay; review AI versions before release.

**11 Search regularly**
Use reverse image search (Google Lens, TinEye) and "Have I Been Trained". Document finds with screenshots, date and URL.

**12 Be legally prepared**
Protected by the right to your own image (Art. 28 ZGB), data protection and copyright law. For violations: association, legal aid, takedown.

## Read more

Scan the QR code to read the full article.

Source: SzeneSchweiz, 8 October 2026. Not legal advice.