

# Joint Statement on AI-Generated Imagery and the Protection of Privacy

23 February 2026

The co-signatories below are issuing this Joint Statement in response to serious concerns about artificial intelligence (AI) systems that generate realistic images and videos depicting identifiable individuals without their knowledge and consent.

While AI can bring meaningful benefits for individuals and society, recent developments - particularly AI image and video generation integrated into widely accessible social media platforms - have enabled the creation of non-consensual intimate imagery, defamatory depictions, and other harmful content featuring real individuals. We are especially concerned about potential harms to children and other vulnerable groups, such as cyber-bullying and/or exploitation.

## Expectations for Organisations

The co-signatories remind all organisations developing and using AI content generation systems that such systems must be developed and used in accordance with applicable legal frameworks, including data protection and privacy rules.

We also highlight that the creation of non-consensual intimate imagery can constitute a criminal offence in many jurisdictions.

Whilst specific legal requirements vary by jurisdiction, fundamental principles should guide all organisations developing and using AI content generation systems, including:

- **Implement robust safeguards** to prevent the misuse of personal information and generation of non-consensual intimate imagery and other harmful materials, particularly where children are depicted.
- **Ensure meaningful transparency** about AI system capabilities, safeguards, acceptable uses and the consequences of misuse.
- **Provide effective and accessible mechanisms** for individuals to request the removal of harmful content involving personal information and respond rapidly to such requests.
- **Address specific risks to children** through implementing enhanced safeguards and providing clear, age-appropriate information to children, parents, guardians and educators.

## Coordinated Response

The harms arising from non-consensual generation of intimate, defamatory, or otherwise harmful content depicting real individuals are significant and call for urgent regulatory attention.

To encourage the development of innovative and privacy-protective AI, the co-signatories of this statement are united in expressing their concern about the potential harms from the misuse of AI content generation systems. The co-signatories aim to share information on their approaches to addressing these concerns that can include enforcement, policy and education, as appropriate and to the extent that such sharing is consistent with applicable laws. This reflects our shared commitment and joint effort in addressing a global risk.

## Conclusion

We call on organisations to engage proactively with regulators, implement robust safeguards from the outset, and ensure that technological advancement does not come at the expense of privacy, dignity, safety, and other fundamental rights - particularly for the most vulnerable of our global society.

## Signatories

*This Joint Statement has been coordinated by the Global Privacy Assembly's (GPA) International Enforcement Cooperation Working Group (IEWG) and is signed by the following co-signatories:*

### Albania

**Information and Data Protection Office of the Republic of Albania**

Besnik Dervishi, Information and Data Protection Commissioner

### Andorra

**Andorran Data Protection Agency**

*Agència Andorrana de Protecció de Dades*

Jèssica Obiols, Head of the Andorran Data Protection Agency

### Argentina

**Agency of Access to Public Information – DPA Argentina**

*Agencia de Acceso a la Información Pública*

Mg. Beatriz de Anchorena, Commissioner of the Agency to Access to Public Information

### Autonomous City of Buenos Aires (Argentina)

**Ombudsman’s Office of the Autonomous City of Buenos Aires**

*Defensoría del Pueblo de la Ciudad Autónoma de Buenos Aires*

María Rosa Muiños, Defensora del Pueblo / Ombudsman

### State of Queensland (Australia)

**Office of the Information Commissioner, Queensland**

Joanne Kummrow, Information Commissioner

Alexander White, Privacy Commissioner

### Basque (Spain)

**Basque Data Protection Authority**

*Autoridad Vasca de Protección de Datos*

Unai Aberasturi Gorriño, President

### Belgium

**Data Protection Authority**

*Autorité de la protection des données – Gegevensbeschermingsautoriteit*

Koen Gorissen, Chairman of the Board

Alexandra Jaspar, Member of the Board

Peter Van den Eynde, Member of the Board

### Bermuda

**Office of the Privacy Commissioner of Bermuda**

E. Angie Farquharson, Acting Privacy Commissioner

## Brazil

### **National Data Protection Agency**

*Agência Nacional de Proteção de Dados*

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## Bulgaria

### **Commission for Personal Data Protection of the Republic of Bulgaria**

*Комисия за защита на личните данни*

Borislav Bozhinov, Chairman

## Burkina Faso

### **Commission for Information Technology and Freedoms**

*Commission de l'Informatique et des Libertés*

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### **Office of the Privacy Commissioner of Canada**

Philippe Dufresne, Commissioner

## Province of Alberta (Canada)

### **Office of the Information and Privacy Commissioner of Alberta**

Diane McLeod, Information and Privacy Commissioner

## Province of British Columbia (Canada)

### **Office of the Information and Privacy Commissioner for British Columbia**

Michael Harvey, Information and Privacy Commissioner for British Columbia

## Province of Newfoundland and Labrador (Canada)

### **Office of the Information and Privacy Commissioner for Newfoundland and Labrador**

Kerry Hatfield, Commissioner

## Province of Quebec (Canada)

### **Commission on Access to Information of Quebec**

*Commission d'accès à l'information du Québec*

Me Lise Girard, President and Member

Me Naomi Ayotte, Vice-President, Supervision Section and Administrative Judge

Me Steeven Plante, Member, Supervision Section and Administrative Judge

## Republic of Cabo Verde

### **National Commission of Data Protection**

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## Catalonia (Spain)

### **Catalan Data Protection Authority**

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Meritxell Borràs i Solé, Director

## Colombia

### **Superintendence of Industry and Commerce of Colombia**

*Superintendencia de Industria y Comercio*

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## Croatia

### **Croatian Personal Data Protection Agency**

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Zdravko Vukić, Director

## Cyprus

### **Commissioner for Personal Data Protection, Cyprus**

*Γραφείο Επιτρόπου Προστασίας Δεδομένων Προσωπικού Χαρακτήρα*

Maria Christofides, Commissioner for Personal Data Protection

## Ecuador

### **Superintendence of Personal Data Protection of Ecuador**

*Superintendencia de Protección de Datos Personales del Ecuador*

Fabrizio Roberto Peralta Díaz, Superintendent of Data Protection

## European Data Protection Board

### **European Data Protection Board**

Anu Talus, Chair of the European Data Protection Board

## European Data Protection Supervisor

### **European Data Protection Supervisor**

Wojciech Wiewiórowski, European Data Protection Supervisor

## France

### **National Commission for Information Technology and Civil Liberties**

*Commission Nationale de l'Informatique et des Libertés*

Marie-Laure Denis, President

## Germany

### **Federal Commissioner for Data Protection and Freedom of Information**

*Bundesbeauftragte für den Datenschutz und die Informationsfreiheit*

Andreas Hartl, Deputy Commissioner

## Ghana

### Data Protection Commission Ghana

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## Gibraltar

### Gibraltar Regulatory Authority

John Paul Rodriguez, Information Commissioner

## Bailiwick of Guernsey

### Office of the Data Protection Authority

Brent Homan, Data Protection Commissioner

## Hong Kong (SAR), China

### Office of the Privacy Commissioner for Personal Data

個人資料私隱專員公署

Ada Chung Lai-Ling, Privacy Commissioner

## Iceland

### The Icelandic Data Protection Authority

Persónuvernd

Helga Þórisdóttir (Helga Thorisdottir), Data Protection Commissioner  
Helga Sigríður Þórhallsdóttir (Helga Sigridur Thorhallsdottir), Head of International Affairs & Guidance

## Ireland

### Data Protection Commission

Coimisiún um Chosaint Sonáí

Dr. Des Hogan, Commissioner for Data Protection and Chairperson  
Dale Sunderland, Commissioner for Data Protection  
Niamh Sweeney, Commissioner for Data Protection

## Isle of Man

### Isle of Man Information Commissioner

Alexandra Delaney-Bhattacharya, Information Commissioner

## Israel

### Israeli Privacy Protection Authority

הרשות להגנת הפרטיות

Gilad Semama, Commissioner

## Italy

### **Italian Data Protection Authority**

*Garante per la Protezione dei dati Personali*

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Agostino Ghiglia, Board Member

## Bailiwick of Jersey

### **Jersey Office of the Information Commissioner**

Paul Vane, Information Commissioner

## Kenya

### **Office of the Data Protection Commissioner**

Oscar Otieno, Deputy Data Commissioner

## Kosovo

### **Information and Privacy Agency**

Krenare Sogojeva Dërmaku, Commissioner for Information and Privacy

## Malta

### **Office of the Information and Data Protection Commissioner of Malta**

Ian Deguara, Information and Data Protection Commissioner

## Mauritius

### **Mauritius Data Protection Office**

Drudeisha Madhub, Data Protection Commissioner

## State of Mexico and Municipalities (Mexico)

### **Institute for Transparency, Access to Public Information and Personal Data Protection of the State of Mexico and Municipalities**

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## Monaco

### **Personal Data Protection Authority**

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Agnès Lepaulmier, Secretary General

## Netherlands

### **Dutch Data Protection Authority**

*Autoriteit Persoonsgegevens*

Monique Verdier, Deputy Chair

## New Zealand

### **Office of the Privacy Commissioner, New Zealand**

Michael Webster, Privacy Commissioner

## Nigeria

### **Nigeria Data Protection Commission**

Dr. Vincent Olatunji, National Commissioner / Chief Executive Officer

## Norway

### **Norwegian Data Protection Authority**

*Datatilsynet*

Tobias Judin, Head of International

## Panama

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## Philippines

### **National Privacy Commission, Philippines**

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Atty. Jose Amelito S. Belarmino, MSc, Deputy Privacy Commissioner

Atty. Juan Paolo F. Fajardo, Deputy Privacy Commissioner

## Poland

### Personal Data Protection Office

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Mirostaw Wróblewski, President of the Office

## Portugal

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*Comissão Nacional de Proteção de Dados*

Prof. Dra. Paula Meira Lourenço, President

## Singapore

### Personal Data Protection Commission of the Republic of Singapore

Denise Wong, Deputy Commissioner

## Slovenia

### Information Commissioner of the Republic of Slovenia

*Informacijski pooblaščenec*

dr. Jelena Virant Burnik, Information Commissioner

## Republic of Korea

### Personal Information Protection Commission

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Kyung Hee Song, Chairperson

## Switzerland

### Federal Data Protection and Information Commissioner

*Eidgenössischer Datenschutz- und Öffentlichkeitsbeauftragter*

Adrian Lobsiger, Federal Data Protection and Information Commissioner

## Emirate of Abu Dhabi (United Arab Emirates)

### ADGM Office of Data Protection

Sami Mohammed, Commissioner of Data Protection

## Emirate of Dubai (United Arab Emirates)

### Dubai International Financial Centre Authority

Lori Baker, Vice President – Data Protection & Regulatory Compliance

## United Kingdom

### UK Information Commissioner's Office

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## Uruguay

### Regulatory and Control Unit for Personal Data

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