**Artificial Intelligence in Advertising**

The MPA Hotline Team recognizes that the issue of advertisers submitting infringing materials to MPA members is a real and serious issue, especially as it relates to the use of artificial intelligence. We recommend both a **warranty provision** promising that the submitted ad is not infringing and an **indemnification provision** that the submitter of the ad will indemnify you for any issues (e.g., copyright or trademark infringement). Below you will find sample language to place in agreements related to advertising. **Please be certain to consult your legal counsel on the adoption of these provisions and to make certain your policies and procedures are followed.** As always, the MPA Hotline Team is available to help, usually under special MPA rates.

[COMPANY] warrants and represents that the advertisement (“Work”) and all components of the Work submitted to [NEWSPAPER] were not made with artificial intelligence (e.g., such as generative AI programs). [COMPANY] shall indemnify, defend, and hold harmless [NEWSPAPER] from and against any losses arising from infringement or violation of any applicable laws and regulations relating to the use of artificial intelligence, including, but not limited to, intellectual property rights of third parties and privacy rights.