

SMERNICE ZA UPORABO IN OZNAČEVANJE VSEBIN, USTVARJENIH ALI SPREMENJENIH Z UI

Praktično navodilo za novinarje, urednike, fotografe, snemalce in sodelavce ZON.si

Ključno pravilo: Če bi lahko povprečen bralec ali gledalec vsebino razumel kot pristen prikaz resnične osebe, kraja, predmeta ali dogodka, mora biti uporaba umetne inteligence jasno razkrita. Pri novinarskih vsebinah oznaka ne sme biti skrita ali dvoumna.

1. Namen in področje uporabe

Ta dokument določa enoten postopek za uporabo umetne inteligence pri raziskovanju, zbiranju in preverjanju informacij, pisanju, urejanju, prevajanju, prepisovanju, pripravi fotografij, zvoka in videa, objavi ter arhiviranju vsebin. Uporablja se na ZON.si, Facebooku, Instagramu, TikToku, YouTubeu, v podcastih, oglasnih vsebinah in drugih kanalih uredništva.

Pravila veljajo za vse zaposlene, študente, praktikante, zunanje sodelavce in avtorje, ki pripravljajo ali oddajajo gradivo za objavo.

2. Temeljna načela uporabe UI v uredništvu

- UI je podporno orodje. Ne nadomesti novinarskega zbiranja informacij, terenskega dela, kritičnega mišljenja, samostojnega pisanja in etične presoje.
- Za točnost, celovitost, izvirnost, pravičnost in zakonitost prispevka je vedno odgovoren človek - avtor in urednik - ne uporabljeno orodje.
- UI ni vir. Informacije, navedbe, povezave in podatke, ki jih ponudi, je treba preveriti pri verodostojnih, neodvisnih in preverljivih virih.
- Uporaba mora biti sorazmerna: izberemo jo, kadar izboljša kakovost ali učinkovitost dela, ne pa zato, da bi nadomestila avtorsko delo.
- Pomembna uporaba UI mora biti sledljiva in transparentna znotraj uredništva ter, kadar vpliva na objavljeno vsebino, tudi navzven.

3. Dovoljene in priporočljive uporabe

Ob obveznem človeškem pregledu lahko UI uporabljamo zlasti za:

- prepis lastnih intervjujev, sej in posnetkov, pri čemer novinar posluša ter preveri ključne izjave, imena, številke in citate;
- jezikovni pregled, predloge naslovov, mednaslovov, vodil, ključnih besed in objav za družbena omrežja;
- povzemanje dokumentov, ki jih je novinar sam prebral oziroma katerih ključne dele preveri v izvirniku;
- prevode kot delovni osnutek, ki ga pregleda jezikovno usposobljena oseba, posebej pri citatih in občutljivih vsebinah;
- iskanje idej, vprašanj za intervju, možnih zornih kotov in vrzeli v že zbranem gradivu;
- analizo ali vizualizacijo podatkov, če so vhodni podatki preverjeni, postopek dokumentiran in rezultat neodvisno preverjen;
- tehnično izboljšavo fotografije, zvoka ali videa, kadar poseg ne spremeni pomena in prikaza dogodka.

4. Prepovedane in posebej občutljive uporabe

- UI ne sme samostojno napisati in objaviti novinarskega prispevka brez aktivnega avtorskega ter uredniškega dela.
- UI ne uporabljamo kot edini način zbiranja, potrjevanja ali zavračanja dejstev.
- Prepovedano je ustvarjati lažne citate, sogovornike, vire, dogodke, dokumente, fotografije ali posnetke in jih predstavljati kot resnične.
- Brez odobritve odgovorne urednice ne ustvarjamo realističnih podob ali glasov resničnih ljudi ter simulacij nesreč, volitev, policijskih dogodkov, zdravja ali drugih občutljivih tem.
- UI-detektorja ne uporabljamo kot edini dokaz, da je vsebina pristna ali umetno ustvarjena; zabeležimo orodje, metodo in omejitve preverjanja.
- Prepovedano je prikriti takšno uporabo UI, ki je pomembno vplivala na končno vsebino ali bi lahko vplivala na zaupanje občinstva.

5. Kaj je globoki ponaredek?

Globoki ponaredek je z umetno inteligenco ustvarjena ali prirejena slikovna, zvočna ali video vsebina, ki je dovolj podobna obstoječi oziroma mogoči osebi, predmetu, kraju ali dogodku, da bi jo lahko občinstvo zmotno razumelo kot pristno ali resnično.

- Ni nujno, da vsebina posnema dogodek, ki se je res zgodil. Dovolj je, da realistično prikazuje nekaj, kar bi se lahko zgodilo.
- Namen zavajanja ni pogoj. Odločilen je možen učinek na občinstvo.
- Pri otrocih, starejših in manj digitalno pismenih uporabnikih uporabljamo strožjo presojo.

6. Hitra presoja pred objavo

1. Ali je bila pri fotografiji, videu ali zvoku uporabljena umetna inteligenca?
2. Ali je UI ustvarila ali pomembno spremenila osebo, glas, kraj, predmet, število ljudi ali dogodek?
3. Ali vsebina deluje realistično in bi jo kdo lahko razumel kot dokumentarni posnetek?
4. Ali bi sprememba lahko vplivala na razumevanje tega, kaj se je zgodilo, kdo je bil navzoč ali kaj je kdo rekel oziroma storil?

Če je odgovor na 2., 3. ali 4. vprašanje DA, je oznaka praviloma obvezna. Če je odgovor nejasen, vsebino pred objavo pregleda odgovorna urednica.

7. Kaj mora biti označeno in kaj praviloma ne

Primer uporabe UI	Odločitev	Ravnanje ZON.si
Barvni popravki, osvetlitev, zmanjšanje šuma, izostritev	Praviloma ni globoki ponaredek	Oznaka ni potrebna, če pomen in dejstva ostanejo nespremenjeni.
Odstranjen smetnjak ali naključni mimoidoči v ozadju	Praviloma ni globoki ponaredek	Dovoljeno le, če poseg ne spremeni razumevanja dogodka. Original shranimo.
Dodani ali odstranjeni ljudje, spremenjena množica	Označiti; visoko tveganje	Pri novinarskem dokumentarnem gradivu praviloma ne objavimo kot ilustracijo resničnega dogodka.
Realistična slika poplav, požara ali nesreče, ki se ni zgodila	Globoki ponaredek	Jasna oznaka na sliki in v podpisu; objava le z utemeljenim uredniškim razlogom.
UI-video resnične osebe ali klon njenega glasu	Globoki ponaredek	Jasna vidna in/ali slišna oznaka od prve izpostavitve; potrebna uredniškaodobritev.
Očitno nerealistična ilustracija, npr. zmaj nad Trbovljami	Praviloma ni globoki ponaredek	Označimo kot ilustracijo, ustvarjeno z UI, zaradi transparentnosti.

Primer uporabe UI	Odločitev	Ravnanje ZON.si
Satira, fikcija ali umetniško delo	Označiti po blažjem režimu	Oznaka je lahko diskretnejša, vendar mora biti narava vsebine očitna. Pri novicah blažji režim ne velja.

8. Kako označimo vsebino

Oznaka mora biti jasna, razločljiva, dostopna in prikazana najpozneje ob prvi izpostavitvi vsebini. Tehnični metapodatki ali nevidni vodni žig sami po sebi niso dovolj.

Fotografija na ZON.si

- Na fotografijo dodamo vidno oznako: »USTVARJENO Z UMETNO INTELIGENCO« ali »SPREMENJENO Z UMETNO INTELIGENCO«.
- V podpis fotografije zapišemo natančnejše pojasnilo, npr.: »Ilustracija je bila ustvarjena z umetno inteligenco in ne prikazuje resničnega dogodka.«
- V polje za avtorja navedemo: »UI-generirana ilustracija / ZON.si«; ne navajamo UI kot fotografa.

Video

- Vidna oznaka se pojavi takoj na začetku in je dovolj velika ter kontrastna za mobilni zaslon.
- Če je sintetičen celoten video ali glas, oznako ohranimo skozi celoten sporni del oziroma jo smiselno ponovimo.
- V opisu videa in objave ponovimo pojasnilo. Pri zgolj zvočnem deepfaku dodamo tudi jasno slišno opozorilo pred posnetkom.

Družbena omrežja

- Oznaka mora biti na sami fotografiji oziroma videu, ne le skrita med ključniki ali na koncu dolgega opisa.
- Če platforma ponuja oznako »AI-generated«, jo vključimo, vendar dodamo tudi lastno človeško razumljivo oznako.
- Pri deljenju ali ponovni objavi preverimo, da oznaka ni odrezana, prekrita ali odstranjena.

9. Standardna besedila za kopiranje

V celoti ustvarjena fotografija: USTVARJENO Z UMETNO INTELIGENCO

Ta ilustracija je bila ustvarjena z umetno inteligenco in ne prikazuje resničnega dogodka.

Pomembno spremenjena fotografija: SPREMENJENO Z UMETNO INTELIGENCO

Na izvirni fotografiji je bila z umetno inteligenco vsebinsko spremenjena podoba. Sprememba: [kratko opiši].

Sintetičen video ali glas: VIDEOPOSNETEK/ZVOK JE USTVARJEN Z UMETNO INTELIGENCO

Oseba prikazanega oziroma slišane posnetka ni posnela oziroma izgovorila v tej obliki.

Satira ali fikcija: FIKTIVNA VSEBINA, USTVARJENA Z UMETNO INTELIGENCO

10. Uredniški postopek

1. Avtor ob oddaji gradiva pisno navede uporabljeno orodje UI in natančno opiše poseg.
2. Shrani se izvirnik pred posegom, končna datoteka ter po možnosti prompt oziroma navodilo orodju.
3. Avtor opravi hitro presojo iz 6. poglavja in predlaga ustrezno oznako.
4. Pri realističnih ponaredkih oseb, glasov, nesreč, volitev, zdravja, policijskih dogodkov ali drugih občutljivih temah je pred objavo obvezna odobritev odgovorne urednice.
5. Urednik preveri, ali je oznaka vidna tudi v predogledu, na mobilnem telefonu in po objavi na družbenem omrežju.
6. Če se po objavi ugotovi, da oznaka manjka ali je nezadostna, se objava takoj popravi; če popravilo ni mogoče, se vsebina začasno umakne in ponovno objavi pravilno označena.

11. Varovanje virov, osebnih podatkov in avtorskih pravic

Strogo pravilo: V javno dostopna orodja UI ne vnašamo neobjavljenih dokumentov, identitete zaupnih virov, osebnih podatkov, internih gesel, poslovnih skrivnosti ali drugih informacij, ki niso namenjene tretjim osebam.

- Pred uporabo orodja odstranimo oziroma anonimiziramo osebne podatke in podatke, po katerih bi bilo mogoče prepoznati vir ali sogovornika.
- Posnetkov intervjujev, fotografij otrok, zdravstvenih podatkov in drugega občutljivega gradiva ne nalagamo v zunanja orodja brez preverjene pravne podlage, ustrezne varnosti in uredniške odobritve.
- V orodje ne kopiramo avtorskih del, plačljivih člankov ali licenčnega gradiva, če za takšno uporabo nimamo pravice.

- UI-generiran izdelek preverimo glede nedovoljenega posnemanja, plagiatorstva in posegov v pravico do podobe, zasebnost ter dostojanstvo.

12. Dodatna uredniška varovala ZON.si

Pomembno: Zakonska možnost objave ne pomeni nujno, da je objava novinarsko primerna. Pri dokumentarnem poročanju ima prednost resnično gradivo.

- UI-generirane podobe nikoli ne uporabimo tako, da bi lahko zamenjale dokazno fotografijo konkretnega dogodka.
- Brez posebne odobritve ne ustvarjamo realističnih podob lokalnih posameznikov, politikov, otrok, žrtev, osumljencev ali pokojnih oseb.
- Oznaka ne odpravlja obveznosti preverjanja dejstev, avtorskih pravic, varstva osebnih podatkov, pravice do podobe in zaščite mladoletnikov.
- Pri oglasnih in naročenih vsebinah mora biti poleg oznake UI jasno razvidna tudi komercialna narava objave.
- Če je mogoče vsebino pripraviti z resnično fotografijo, grafiko ali jasno nerealistično ilustracijo, izberemo rešitev z najmanjšim tveganjem zavajanja.

13. Kontrolni seznam tik pred objavo

- ☐ Vem, katero orodje UI je bilo uporabljeno in kaj je bilo spremenjeno.
- ☐ Imamo shranjen izvirnik oziroma dokumentiran izvor gradiva.
- ☐ Vse trditve, citati, imena, datumi, številke in povezave iz UI so preverjeni v izvirnih virih.
- ☐ V UI niso bili vneseni osebni podatki, zaupni dokumenti, identiteta vira ali avtorsko varovane vsebine brez dovoljenja.
- ☐ Preverili smo možne halucinacije, pristranskost, stereotipe, poenostavitve in zastarele podatke.
- ☐ Vsebina ne ustvarja napačnega vtisa o resničnem dogodku, osebi ali izjavi.
- ☐ Če gre za globoki ponaredek, je oznaka vidna/slišna že ob prvi izpostavitvi.
- ☐ Oznaka je tudi v podpisu, opisu in po potrebi na sami vsebini.
- ☐ Oznaka je čitljiva na mobilnem telefonu in je platforma ne odreže.
- ☐ Pri občutljivi temi je objavo odobrila odgovorna urednica.
- ☐ Preverjene so druge pravice in etična tveganja.

14. Odgovornost, evidence in začetek uporabe

Za pravilno razkritje je odgovoren avtor vsebine, za končno presojo pred objavo pa urednik, ki objavo potrdi. V dvomu se vsebina ne objavi, dokler je ne pregleda odgovorna urednica. Navodilo se uporablja od dneva potrditve in se posodobi ob spremembi zakonodaje ali uradnih smernic.

Pri vsebinsko pomembni uporabi UI avtor v delovno gradivo zapiše: uporabljeno orodje in različico, namen uporabe, faze dela, bistvene pozive, podatke ali gradivo, ki jih je vnesel, način preverjanja rezultata ter opravljene popravke. Evidenca se hrani skupaj z uredniškim gradivom oziroma izvirniki.

15. Izjava o seznanitvi in osebni odgovornosti

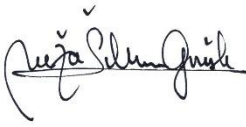
Vsaka oseba, ki za ZON.si pripravlja, ureja, tehnično obdeluje ali objavlja vsebine, mora biti pred začetkom uporabe umetne inteligence seznanjena s temi smernicami in se podpisati v spodnjo evidenco.

S podpisom potrjujem: da sem smernice prebral/-a, jih razumem in jih bom pri svojem delu upošteval/-a. Zavedam se, da sem v okviru svojih nalog osebno odgovoren/-na za pravilno, pregledno, varno in etično uporabo UI ter za točnost gradiva, ki ga pripravim ali posredujem v objavo.

Kdor uporabi UI v nasprotju s temi smernicami, zamolči njeno pomembno uporabo, ne preveri ustvarjene vsebine ali kljub zaznanemu tveganju posreduje napačno oziroma zavajajočo vsebino v objavo, odgovarja za svoje ravnanje skladno s pogodbenimi obveznostmi, internimi pravili in veljavnimi predpisi. Napako, sum napačne uporabe ali nenamerno razkritje podatkov mora nemudoma sporočiti odgovorni urednici.

Osebna odgovornost sodelavca ne izključuje uredniške odgovornosti urednika, odgovorne urednice ali izdajatelja, kadar jo določajo zakon, pogodba ali novinarski standardi.

Podpisna evidenca

Ime in priimek	Vloga / delovno mesto	Datum	Podpis
Maruša Mohar	Vodja projektov	15. 9. 2026	
Valentina Teršek	Pripravnica	15. 9. 2026	
Neža Š. Grmšek	Urednica	15. 9. 2026	

Ime in priimek	Vloga / delovno mesto	Datum	Podpis

Viri in pravna podlaga

- CNVOS: »Ali veste, kako pravilno označiti globoke ponaredke (fotografija, video, zvok)?«, 31. 8. 2026. <https://cnvos.si/nvo-vseved/ali-veste-kako/ali-veste-kako-morate-oznaciti-fotografije-in-videoposnetke-ki-so-globoki-ponaredki/>
- Uredba (EU) 2024/1689 (Akt o umetni inteligenci), zlasti 50. člen. <https://ai-act-service-desk.ec.europa.eu/en/ai-act/article-50>
- Evropska komisija: smernice o obveznostih preglednosti za ponudnike in uvajalce nekaterih sistemov UI. <https://digital-strategy.ec.europa.eu/en/policies/guidelines-ai-transparency-obligations>
- Slovenska tiskovna agencija (STA): Umetna inteligenca - uredniške informacije in smernice. <https://www.sta.si/umetna-inteligenca>
- Katedra za novinarstvo UL FDV: »Smernice Katedre za novinarstvo za uporabo umetne inteligence«, 3. 2. 2026. <https://www.novinarji.si/novice-katedre/2026/02/smernice-katedre-za-novinarstvo-za-uporabo-umetne-inteligence/>

Opomba: Dokument je notranje praktično navodilo in ne nadomešča individualnega pravnega svetovanja.

GUIDELINES FOR THE USE AND LABELLING OF AI-GENERATED OR AI-ALTERED CONTENT

Practical guidance for ZON.si journalists, editors, photographers, camera operators and contributors

Key rule: If an average reader or viewer could understand content as an authentic depiction of a real person, place, object or event, the use of artificial intelligence must be clearly disclosed. In journalistic content, the label must not be hidden or ambiguous.

1. Purpose and scope

This document establishes a consistent procedure for using artificial intelligence in research; gathering and verifying information; writing, editing, translating and transcribing; preparing photographs, audio and video; and publishing and archiving content. It applies to ZON.si, Facebook, Instagram, TikTok, YouTube, podcasts, advertising content and the editorial team's other channels.

These rules apply to all employees, students, interns, external contributors and authors who prepare or submit material for publication.

2. Core principles for the editorial use of AI

AI is a supporting tool. It does not replace journalistic newsgathering, fieldwork, critical thinking, independent writing or ethical judgement.

Responsibility for the accuracy, completeness, originality, fairness and lawfulness of an article always rests with people - the author and the editor - not with the tool used.

AI is not a source. Any information, claims, links or data it provides must be checked against credible, independent and verifiable sources.

Its use must be proportionate: we use it when it improves the quality or efficiency of our work, not to replace original work by an author.

Any material use of AI must be traceable and transparent within the editorial team and, where it affects published content, to the public as well.

3. Permitted and recommended uses

Subject to mandatory human review, AI may be used in particular for:

transcribing our own interviews, meetings and recordings, provided that the journalist listens to and verifies key statements, names, figures and quotations;

language review and suggestions for headlines, subheadings, leads, keywords and social media posts; summarising documents that the journalist has read or whose key passages the journalist checks against the original;

producing draft translations that are reviewed by a linguistically qualified person, particularly where quotations or sensitive content are involved;

generating ideas, interview questions, possible angles and identifying gaps in material already gathered;

analysing or visualising data, provided that the input data have been verified, the process is documented and the result is independently checked;

technically enhancing photographs, audio or video where the alteration does not change the meaning or depiction of the event.

4. Prohibited and particularly sensitive uses

AI must not independently write and publish a journalistic article without active authorial and editorial involvement.

AI must not be used as the sole means of gathering, confirming or rejecting facts.

It is prohibited to fabricate quotations, interviewees, sources, events, documents, photographs or recordings and present them as genuine.

Without the editor-in-chief's approval, we do not create realistic images or voices of real people, or simulations of accidents, elections, police incidents, health matters or other sensitive topics.

We do not use an AI detector as the sole evidence that content is authentic or artificially generated; we record the tool, method and limitations of the verification.

It is prohibited to conceal any use of AI that materially affected the final content or could affect audience trust.

5. What is a deepfake?

A deepfake is image, audio or video content generated or altered using artificial intelligence that resembles an existing or possible person, object, place or event closely enough that an audience could mistakenly understand it to be authentic or real.

The content need not imitate an event that actually occurred. It is enough that it realistically depicts something that could have happened.

An intention to deceive is not required. The potential effect on the audience is decisive.

We apply stricter judgement where children, older people and users with lower digital literacy are concerned.

6. Quick assessment before publication

Was artificial intelligence used in the photograph, video or audio?

Did AI create or materially alter a person, voice, place, object, number of people or event?

Does the content appear realistic, and could someone understand it as documentary footage?

Could the alteration affect how people understand what happened, who was present, or what someone said or did?

If the answer to question 2, 3 or 4 is YES, labelling is generally mandatory. If the answer is unclear, the editor-in-chief must review the content before publication.

7. What must be labelled and what generally need not be

Example use of AI	Decision	ZON.si procedure
Colour correction, lighting adjustment, noise reduction, sharpening	Generally not a deepfake	No label is required if the meaning and facts remain unchanged.
Removal of a rubbish bin or an incidental passer-by in the background	Generally not a deepfake	Permitted only if the alteration does not change how the event is understood. We retain the original.
People added or removed, or a crowd altered	Label required; high risk	As a rule, we do not publish this as an illustration of a real event in journalistic documentary material.
Realistic image of a flood, fire or accident that did not occur	Deepfake	Clear label on the image and in the caption; publication only for a justified editorial reason.
AI-generated video of a real person or a clone of their voice	Deepfake	A clear visible and/or audible label from the first exposure; editorial approval is required.
Clearly unrealistic illustration, e.g. a dragon above Trbovlje	Generally not a deepfake	For transparency, label it as an AI-generated illustration.
Satire, fiction or artwork	Use a less prominent label	The label may be more discreet, but the nature of the content must be obvious. The less prominent labelling standard does not apply to news.

8. How to label content

The label must be clear, distinguishable and accessible, and must appear no later than the audience's first exposure to the content. Technical metadata or an invisible watermark alone are not sufficient.

Photograph on ZON.si

Add a visible label to the photograph: 'GENERATED USING ARTIFICIAL INTELLIGENCE' or 'ALTERED USING ARTIFICIAL INTELLIGENCE'.

Include a more specific explanation in the photo caption, e.g. 'This illustration was generated using artificial intelligence and does not depict a real event.'

In the credit field, enter: 'AI-generated illustration / ZON.si'; do not credit AI as the photographer.

Video

A visible label must appear immediately at the start and be large enough and sufficiently contrasted for a mobile screen.

If the entire video or voice is synthetic, retain the label throughout the relevant section or repeat it at appropriate intervals.

Repeat the explanation in the video and post descriptions. For an audio-only deepfake, also add a clearly audible warning before the recording.

Social media

The label must appear on the photograph or video itself, not merely be hidden among hashtags or at the end of a long description.

If the platform offers an 'AI-generated' label, enable it, but also add our own label in plain language.

When sharing or reposting, check that the label has not been cropped, covered or removed.

9. Standard wording for reuse

Fully generated photograph: GENERATED USING ARTIFICIAL INTELLIGENCE

This illustration was generated using artificial intelligence and does not depict a real event.

Materially altered photograph: ALTERED USING ARTIFICIAL INTELLIGENCE

The content of the original photograph was altered using artificial intelligence. Alteration: [briefly describe].

Synthetic video or voice: VIDEO/AUDIO GENERATED USING ARTIFICIAL INTELLIGENCE

The person shown or heard did not record or say this in this form.

Satire or fiction: FICTIONAL CONTENT GENERATED USING ARTIFICIAL INTELLIGENCE

10. Editorial procedure

When submitting material, the author must state in writing which AI tool was used and describe the alteration precisely.

The original before alteration, the final file and, where possible, the prompt or instruction given to the tool must be retained.

The author conducts the quick assessment in Section 6 and proposes an appropriate label.

For realistic fabrications involving people, voices, accidents, elections, health, police incidents or other sensitive topics, the editor-in-chief's approval is mandatory before publication.

The editor checks that the label is also visible in preview, on a mobile phone and after publication on social media.

If, after publication, a label is found to be missing or inadequate, the post must be corrected immediately. If correction is not possible, the content must be temporarily removed and republished with the correct label.

11. Protection of sources, personal data and copyright

Strict rule: We do not enter unpublished documents, the identities of confidential sources, personal data, internal passwords, trade secrets or other information not intended for third parties into publicly accessible AI tools.

Before using a tool, remove or anonymise personal data and any information that could identify a source or interviewee.

We do not upload interview recordings, photographs of children, health data or other sensitive material to external tools without a verified legal basis, appropriate security and editorial approval.

We do not copy copyrighted works, paywalled articles or licensed material into a tool unless we have the right to use them in this way.

AI-generated output must be checked for unauthorised imitation, plagiarism and infringements of image rights, privacy and dignity.

12. Additional ZON.si editorial safeguards

Important: The fact that publication is legally permissible does not necessarily mean it is journalistically appropriate. Authentic material takes precedence in documentary reporting.

We never use AI-generated images in a way that could substitute for photographic evidence of a specific event.

Without specific approval, we do not create realistic images of local individuals, politicians, children, victims, suspects or deceased persons.

A label does not remove the obligation to verify facts, copyright, personal data protection, image rights and the protection of minors.

For advertising and commissioned content, the commercial nature of the post must be made clear in addition to the AI label.

If content can be prepared using an authentic photograph, graphic or clearly unrealistic illustration, choose the option carrying the lowest risk of misleading the audience.

13. Checklist immediately before publication

- ☐ I know which AI tool was used and what was altered.
- ☐ We have retained the original or documented the origin of the material.
- ☐ All AI-provided claims, quotations, names, dates, figures and links have been checked against the original sources.
- ☐ No personal data, confidential documents, source identities or copyrighted content were entered into AI without permission.
- ☐ We have checked for possible hallucinations, bias, stereotypes, oversimplification and outdated information.
- ☐ The content does not create a false impression of a real event, person or statement.
- ☐ If the content is a deepfake, the label is visible/audible from the first exposure.
- ☐ The label also appears in the caption, description and, where necessary, on the content itself.
- ☐ The label is legible on a mobile phone and is not cropped by the platform.
- ☐ For a sensitive topic, the editor-in-chief has approved publication.
- ☐ Other rights and ethical risks have been checked.

14. Responsibility, records and effective date

The content author is responsible for correct disclosure, while the editor who approves publication is responsible for the final assessment before publication. In case of doubt, content must not be published until it has been reviewed by the editor-in-chief. These guidelines apply from the date of approval and will be updated when legislation or official guidance changes.

For any material use of AI, the author records in the working files: the tool and version used, the purpose of use, the stages of work, key prompts, the data or material entered, the method used to verify the output, and any corrections made. This record is retained with the editorial material or originals.

15. Acknowledgement and personal responsibility statement

Every person who prepares, edits, technically processes or publishes content for ZON.si must be familiarised with these guidelines before beginning to use artificial intelligence and must sign the register below.

By signing, I confirm that I have read and understood these guidelines and will follow them in my work. I understand that, within the scope of my duties, I am personally responsible for the proper, transparent, safe and ethical use of AI and for the accuracy of the material I prepare or submit for publication.

Anyone who uses AI contrary to these guidelines, conceals its material use, fails to verify generated content, or submits inaccurate or misleading content for publication despite an identified risk, is accountable for their conduct in accordance with contractual obligations, internal rules and applicable regulations. Any error, suspected misuse or accidental disclosure of data must be reported to the editor-in-chief immediately.

A contributor's personal responsibility does not exclude the editorial responsibility of the editor, editor-in-chief or publisher where such responsibility is established by law, contract or journalistic standards.