**YouTube Establishes New AI Rules, Protections**

AI-altered and AI-generated content, including voice, on YouTube will require labeling within the description panel or in the video player depending on the topic within the next few months, and violators will be subject to content removal or suspension. YouTube also will give users the ability to request removal of AI-generated or synthetic content that resembles identifiable faces or voices through its privacy request process.

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[*https://www.mediapost.com/publications/article/391062/youtube-requires-creators-to-label-altered-synthe.html*](https://www.mediapost.com/publications/article/391062/youtube-requires-creators-to-label-altered-synthe.html)