

**ETHICAL AND LEGAL ISSUES OF AI-GENERATED IMAGES
IN THE IT INDUSTRY**

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Nowadays, artificial intelligence (AI) is one of the best assistants, making it the strongest tool in the right hands. For example, in the IT field, it is used to ensure cybersecurity, write code, analyze and predict data, automate tasks, and, of course, generate images used as illustrations. For this purpose, services such as ChatGPT, Mid journey and Deepseek are most often used.

In order for AI to generate content, machine learning is used, using a huge amount of data, such as multimillion pages of text or images [1]. This allows you to generate a response that is most suitable for the user's request. The use of image generation is used for several reasons. Firstly, it allows you to reduce the time for creating visual content for various purposes, such as 3-D modeling and visualization, improving the quality of illustrations with poor quality, as well as for website development. Secondly, AI helps to reduce costs, for example, for an indie game developer, for whom creating images will either be expensive or take a long time to master the basics in visual editors. Despite its advantages, this technology raises many questions in the field of ethics and copyright. Thus, when developing AI, a developer can use free available information (pure data) or protected data (such as copyright protected works) for training [1]. One of the most interesting and controversial questions is: "How to use images correctly in order to preserve the rights of authors and protect the interests of content creators?" This creates even more misunderstandings, such as who owns the illustrations created by AI, how to distinguish the original content from the created AI, and so on [2].

To combat such cases, some countries are already fighting against the creation of images using AI that violate copyright. For example, the United States already uses the practice of issuing judicial acts in such

cases. This is due to the fact that there is a need to register copyright in the United States Copyright Office [3].

The same practice exists in the countries of the European Union. E. P. Sesitsky notes that works are required to have “free and creative choice” and “an imprint of the author's personality” [4].

To avoid further copyright violations and the appearance of deep-fakes, we can offer several recommendations for improving these public relations. Firstly, to study the terms of licenses for AI tools. Secondly, to take into account the ethical aspects of the use of AI technologies [5].

Thirdly, to avoid using images created in the style of famous authors. Fourth, AI creators need to limit the creation of illustrations using someone else's content [2].

If you follow these recommendations, this will help reduce the risk of copyright infringement when generating images using AI. It is important to approach this process carefully, especially in the absence of clear boundaries in copyright [2].

To summarize, AI is a powerful tool that solves many tasks and simplifies the lives of many people, however, it should be clarified that nowadays, you need to be careful using AI-generated content. To do this, there are guidelines that must be followed for creating illustrations and using them in your projects.

References

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