



Department  
for Culture,  
Media & Sport

Julia Lopez MP  
Minister for Media, Tourism and  
Creative Industries  
1st Floor  
100 Parliament Street  
London SW1A 2BQ

E: [enquiries@dcms.gov.uk](mailto:enquiries@dcms.gov.uk)

[www.gov.uk/dcms](http://www.gov.uk/dcms)

15 April 2024

Ms Isabelle Doran  
[isabelle@the-aop.org](mailto:isabelle@the-aop.org)

Our Ref:  
MC2024/02014/CR

Dear Isabelle,

Thank you for your correspondence of 8 March to the Secretary of State for Culture, Media and Sport, the Rt Hon Lucy Frazer KC MP, regarding your concerns about the impact of generative AI on photographers. I am replying as the Minister responsible for the creative industries.

The technology and creative sectors are strongest when they work together in partnership. The Government is committed to the growth of our world-leading creative industries and we recognise the importance of ensuring AI development supports, rather than undermines, human creativity, innovation, and the provision of trustworthy information. As set out in the Government's AI White Paper Consultation Response of 6 February 2024, our approach to generative AI and copyright issues will need to be underpinned by trust and transparency between parties, with greater transparency from AI developers in relation to data inputs and the attribution of outputs having an important role to play.

Our work will also include exploring mechanisms for providing greater transparency so that rights holders can better understand whether content they produce is used as an input into AI models. The Government wants to work closely with rights holders and AI developers to deliver this, and I note the important contribution you can make to this debate as a representative body for the photography sector. Critical to all of this work will also be close engagement with international counterparts who are also working to address these issues.

Following the Intellectual Property Office's (IPO) working group engagement across 2023, we are now working closely with the Department for Science, Innovation and Technology and the IPO to develop an approach that deals with some of the challenges presented to creators and rights holders like you by technological development. The Government will publish an update on this work in due course and will continue to seek opportunities to engage with the creative industries and technology sectors at both official and Ministerial level. This is complex work and we welcome the expertise of Associations like your own. I would therefore encourage you to continue to share your views with my officials.



Thank you for your continued engagement on this important issue.

With best wishes,

A handwritten signature in black ink that reads "Julia". The signature is written in a cursive style with a large, looping initial 'J'.

Julia Lopez MP  
**Minister for Media, Tourism and Creative Industries**