

August 8, 2024

The Honorable Mark R. Warner  
United States Senate  
703 Hart Senate Office Building  
Washington, DC 20510

Re: Response to Letter on *Tech Accord to Combat Deceptive Use of AI in 2024 Elections*

Dear Chairman Warner:

We appreciate your continued leadership to address AI misuse, particularly in the context of the 2024 elections. Your May 14 letter highlights the responsibilities that industry, governments, and civil society share for safeguarding the integrity of democratic processes around the globe. To that end, Eleven Labs Inc. (“ElevenLabs” or “we”) is proud to reaffirm our commitment to the resolutions set forth in the *Tech Accord to Combat Deceptive Use of AI in 2024 Elections* (the “Tech Accord”).

At ElevenLabs, we have and continue to undertake important measures to ensure that our AI technologies are used in a responsible and ethical manner. We welcome this opportunity to share some of our specific measures to prevent the misuse of our technologies, including in furtherance of the Tech Accord’s commitments.

### **Transparency, Provenance, and Deepfake Detection**

Enabling clear identification of AI-generated content is one key aspect of ElevenLabs’ responsible development efforts. To promote transparency, we publicly released an [AI Speech Classifier](#), which allows anyone to upload an audio sample for analysis as to whether the sample was generated with an ElevenLabs tool. In making our classifier publicly available, our goal is to prevent the spread of misinformation by allowing the source of audio content to be more easily assessed.

We also are working with AI safety technology companies to improve their tools for identifying AI-generated content, including in election-related deepfakes. For example, we have partnered with [Reality Defender](#), a cybersecurity company specializing in deepfake detection, to leverage our proprietary models and methods to improve the efficacy and robustness of their tools. This will enable Reality Defender’s clients, including governments and international enterprises, to detect and prevent AI-generated threats in real time, safeguarding millions from misinformation and sophisticated fraud. We have also partnered with [Loccus](#), another AI safety

company, to advance their deepfake detection systems. This collaboration is dedicated to the development of tools that can identify synthetic speech, thus enhancing protections against AI misuse.

Finally, we believe that downstream AI detection tools, such as metadata, watermarks, and fingerprinting solutions, are essential. To that end, we continue to support the widespread adoption of industry standards for provenance as a member of the [Coalition for Content Provenance and Authenticity](#) – known as C2PA – and the [Content Authenticity Initiative](#).

### **Additional Safeguards to Prevent Election Misinformation**

We have implemented various safeguards on our platform that are designed to prevent AI audio from being used to spread misinformation, including about elections. For example, our “no-go voices” safeguard is designed to prevent the creation of voice clones that mimic political candidates actively involved in elections in the US, UK, India, and the European Union. We are committed to continuously expanding our use of this safeguard to other elections worldwide.

In addition, all of our customers are subject to our [Terms of Service](#) and [Prohibited Use Policy](#). The Prohibited Use Policy expressly forbids the generation of “election misinformation,” including voter suppression, candidate misrepresentation, and interference with democratic processes, among other things. Through automated scans and a growing team of human moderators, we actively monitor content generated using our technology to identify and block the creation of audio that violates these terms. These moderation efforts seek to prevent ElevenLabs’ tools from being used to create political content that could either affect participation in the democratic process or mislead voters. We are continuously expanding text moderation and actively testing new ways to counteract misuse.

### **Accountability and Traceability**

We at ElevenLabs believe that accountability – in addition to transparency, provenance, and moderation – is critical to combatting election misinformation and other types of misuse. As a result, we are committed to ensuring that there are consequences for bad actors who misuse our products.

Traceability is key to accountability. Our voice cloning tools are only available to users who have verified their accounts with contact information and billing details. If a bad actor misuses our tools, our systems enable us to trace the content they generated back to the originating account. After identifying such accounts, Elevenlabs takes action as is appropriate based on the violation, which could include warnings, removal of voices, a ban on the account and, in appropriate cases, reporting to authorities.

## Reporting Violations

We take misuse of our AI voices seriously and have implemented processes for users to report content that raises concerns. For example, we provide a [webform](#) through which users can identify their concerns and add any documentation that will help us address the issue. We endeavor to take prompt action when users raise concerns with us, which can and has resulted in permanently banning those who have violated our policies.

## Outreach, Policymaking, and Collaboration

In addition to our partnership efforts on deepfake detection, as described above, we work with fellow AI companies, academia, and policymakers to advance industry-wide methods for AI content detection. We are collaborating with civil society organizations and academic institutions in the US and UK on the development of our prohibited content and use policies. More generally, we work with these organizations to promote the effectiveness of safeguards and to raise awareness around deepfakes.

We have also collaborated with the US and other governments on efforts to ensure the safe development and use of AI. We are a member of the U.S. National Institute of Standards and Technology's (NIST) AI Safety Institute Consortium, and have participated in work by the White House, the National Security Council, and the Office of the Director of National Intelligence regarding AI audio. Specific to elections, ElevenLabs has expressed support for the bipartisan Protect Elections from Deceptive AI Act, led by Senators Amy Klobuchar, Josh Hawley, Chris Coons, and Susan Collins, which would ban the use of AI to generate materially deceptive content falsely depicting federal candidates in political ads to influence federal elections. We continue to stand ready to work with Congress and the Executive Branch to prevent AI from interfering with the democratic process.

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In sum, ElevenLabs shares your vision for a secure and trustworthy digital landscape. We remain steadfast in our commitment to uphold the Tech Accord and to work collaboratively with all stakeholders – including Congress – to prevent AI misuse. Thank you again for your leadership on these issues.

Sincerely,



Mati Staniszewski  
CEO & Co-founder  
ElevenLabs