amazon

May 24, 2024

Senator Mark Warner
703 Hart Senate Office Building
Washington, DC 20510

Dear Senator Warner,

Thank you for your letter dated May 14, 2024 regarding the *Tech Accord to Combat Deceptive Use of AI in 2024 Elections* (Munich Tech Accord).

Security and trust are essential to fair democratic elections for more than four billion people heading to the polls in 2024. Amazon is committed to secure, safe, and fair democratic processes, which is why we joined other technology companies in a pledge to work together to identify, counter and prevent deceptive AI content to protect the integrity of elections.

The Munich Tech Accord is a set of voluntary commitments to develop and deploy technology countering harmful AI-generated content meant to deceive voters. These commitments complement our existing efforts though the White House Voluntary AI Commitments, the U.S. Artificial Intelligence Safety Institute Consortium, and the United Kingdom AI Safety Summit.

A key tool in this effort is the development of provenance signals to identify the origin of AI generated content and enabling individuals to detect those signals. To that end, we have focused on building tools for our AI products and services that could be at higher risk for creation of content that could be used for election disinformation. Amazon Titan Image Generator is a generative AI foundation model (FM) that our customers can use to quickly create and refine realistic, studio-quality images. Importantly, our image models are designed for the purpose of creative content generation, and not for the depiction or information retrieval of real-life people or events. All images generated by Titan Image Generator contain an invisible watermark by default, which is designed to help reduce the spread of disinformation by providing a mechanism to identify AI-generated images. Amazon Web Services (AWS) terms of service prohibit the alteration or removal of the watermark. We make our watermark validation tool widely available through Amazon Bedrock[1], which helps confirm whether a given image was generated by Titan Image Generator. Amazon's Bedrock Guardrails help customers implement safeguards and responsible AI policies by providing content filters with configurable thresholds.

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[1] A fully managed service that offers a choice of high-performing foundation models (FMs) to build GenAI applications.

Additionally, we are quickly working to implement the Coalition for Content Provenance and Authenticity (C2PA) standard in our generative AI models too. C2PA helps address the prevalence of misleading information online through the development of technical standards for certifying the source and history of media content. C2PA is an important tool that provides metadata about the prevalence of an image, and is seeing broad adoption across many companies that are part of the Munich Accord.

We have content policies across our services that mitigate the risk of disinformation and other harms to our customers. AWS's Responsible AI Policy prohibits use of our AI tools to depict a person's voice or likeness without their consent or other appropriate rights, including unauthorized impersonation. Twitch's Harmful Misinformation Actors Policy prohibits from the platform actors whose online presence, whether on or off Twitch, is dedicated to persistently sharing widely disproven and broadly shared harmful misinformation topics. Alexa policies prohibit intentionally deceiving, misleading, or spreading misinformation. AWS policies prohibit fraudulent activity and Amazon prohibits impersonation.

Across Amazon's services, we use machine learning and other technology to identify content that violates our policies, regardless of whether it is AI-generated or not. All of our services offer mechanisms enabling users to flag content that may be fraudulent or otherwise violate our terms and conditions. Our trust and safety teams review potentially fraudulent content against our policies, and we remove or disable content that violates our policies when we are made aware of it, including AI-generated election-related disinformation.

We leverage a range of third-party organizations to help us coordinate across industry, civil society, and government on issues related to election disinformation and other areas of AI safety. Amazon is a member of the Frontier Model Forum, an industry non-profit working to drive forward industry best practices around AI safety. Amazon is also a participant in the Partnership on AI, which is leading multi-stakeholder research on deceptive AI content. We are also the private sector partner of the Global Challenge to Build Trust in the Age of Generative AI, a flagship project of the G7 to fight misinformation, in cooperation with the UN, the Organisation for Economic Co-operation and Development (OECD), and the Global Partnership on AI. Amazon is a member of the National Institute of Standards and Technology (NIST) AI Safety Institute Consortium, in which we participate in the working group developing safety guidelines and standards around synthetic media safety.

If you have further questions, I would be happy to have my team follow up to arrange a briefing.

Sincerely,

Shannon Kellogg
Vice President, AWS Public Policy Americas