truepic

May 22, 2024

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

Dear Senator Warner,

Thank you for your letter and interest in the specific steps Truepic is taking to implement the commitments outlined in the AI Elections Accord from February of this year. We have included our answers to each applicable question. We also first wanted to provide some background on Truepic, our technologies, and why we signed the AI Elections Accord.

We founded Truepic in 2015 to restore trust in pixels of consequence online by building state of the art technologies that enable transparency and authenticity in digital content at scale. We are a US technology company, headquartered in San Diego, California and have since grown to over 70 full time employees across the US. We also help to lead the Coalition for Content Provenance and Authenticity (C2PA), an open industry standard and technical best practice for transparency in both AI-generated content and authentic content. We are also a member of the Partnership on AI's Responsible Practices Framework for Synthetic Media and the Content Authenticity Initiative.

Now more than ever, we remain steadfast in our mission, building products and platforms to support enterprises around the world to authentically and transparently produce and share digital content. In a year of global elections we believe transparency in the origin and history of the digital content, or *provenance*, is essential for our democracy, society and economy. Provenance is one of the seven pillars of the AI Elections Accord and Truepic specializes in secure implementations of provenance across the technology ecosystem. We have enabled many secure, enterprise-grade implementations of the C2PA technical spec, both in our own product offerings and for our enterprise partners, including Microsoft, Open AI, Qualcomm, Equifax, and more.

Below we have provided more details on the steps we have taken to further content provenance across the technology ecosystem and by implementing the AI Elections Accord. Please do not hesitate to reach out if you have further questions. We are always happy to provide you or your staff with a more in-depth briefing on Truepic's efforts and technologies, the C2PA open standard, and our perspective on the authenticity ecosystem.

Best regards,
Jeffrey McGregor
CEO of Truepic

1. *What steps is your company taking to attach content credentials, and other relevant provenance signals, to any media created using your products? To the extent that your product is incorporated in a downstream product offered by a third-party, do license terms or other terms of use stipulate the adoption of such measures? To the extent you distribute content generated by others, does your company attach labels when you assess – based on either internal classifiers or credible third-party reports – to be machine -generated or machine-manipulated?*

   Truepic enables secure enterprise-grade adoption of the Coalition for Content Provenance (C2PA) technical spec and its associated interoperable, tamper-evident Content Credentials. All of the media captured or signed using our technologies is cryptographically signed and sealed with C2PA Content Credentials. To date, we estimate that over 100 million images and videos have been transparently created using Truepic's technology. We would like to highlight the following implementations:

   - In 2023, our mobile Lens SDK was integrated into a collaboration with Microsoft and USAID implementer PACT known as Project Providence, where it was used to capture over 2,000 images of cultural heritage destruction across nearly 600 sites in Ukraine. Now our mobile SDK currently powers authentic and secure capture within Microsoft's suite of Content Integrity Tools, now in private preview for election use cases.

   - As cited in the current draft of NIST 100-4 "Reducing Risks Posed by Synthetic Content," we also partnered with Qualcomm to unlock C2PA Content Credentials at the chipset level in Qualcomm's latest Snapdragon chipset. In this particular implementation, Content Credentials are added in the instant that media is either generated by AI or authentically captured on a mobile device using the Snapdragon chipset. The Content Credentials feature on the Snapdragon chipset also works for AI editing by signing and sealing media files as they are edited on device to disclose AI components with Content Credentials.

   - Truepic also helps power some of the most prominent implementations of Content Credentials for generative AI transparency, including Open AI's use of C2PA Content Credentials in DALLE-3. Truepic's secure Certificate Authority backs the Content Credential on each synthetic creation from Open AI's platforms. This was a breakthrough implementation that set a standard for and highlighted the possibility of scaling transparency in generative AI.

   - We also offer Truepic Vision, a 3rd party platform that gives enterprise customers a workflow to authentically capture and review photos and videos for their internal operations. Many of our partners, including Ford Motor Company, Equifax, and USAA, use Truepic Vision to conduct virtual inspections to survey assets and assess claims.

Truepic Vision is also used by international development organizations to oversee and evaluate operations in hard-to-reach and non-permissive environments.

- Truepic also supports social media companies in programmatically reading or 'ingesting' C2PA Content Credentials on media that is sent to their platform. We expect this to become a growing need as more social media platforms seek to follow industry trends. To date, we have seen varying degrees of C2PA adoption across Meta, TikTok, and most recently LinkedIn.

2. *What specific public engagement and education initiatives have you initiated in countries holding elections this year? What has the engagement rate been thus far and what proactive steps are you undertaking to raise user awareness on the availability of new tools hosted by your platform?*

   We continuously seek to educate on content transparency, authenticity, provenance and Truepic's technologies. For example, in May of this year we participated as an exhibitor at the inaugural Special Competitive Studies Project's AI Expo in Washington, D.C. Over 13,000 people attended, including members of the general public, policymakers, and industry leaders. We also distribute our Trusted Future newsletter monthly to over 3,000 subscribers, featuring updates on key industry trends and developments. We regularly engage with civil society organizations in the US and overseas. Just recently we hosted several educational sessions on Truepic's technologies at a workshop for Mexican photojournalists ahead of the Mexican election later this year. As technical partner for Microsoft's Content Integrity Tools (currently in private preview for election use cases) we also support their larger educational efforts by providing our specific technical knowledge and expertise.

3. *What specific resources has your company provided for independent media and civil society organizations to assist in their efforts to verify media, generate authenticated media, and educate the public?*

   Truepic has long worked with independent media outlets like the BBC, Canadian Broadcasting Company, and New York Times to be a resource on C2PA and Content Credentials. Most recently, Truepic worked with Project Origin to help establish the first C2PA compatible list of verified news publishers. Within the last year, we have led and participated in workshops for journalists and civil society organizations in the US, UK, Mexico, Norway, Denmark, Australia, and New Zealand. We also work with many civil society partners to support education efforts around the world and run a social impact grant program, providing in-kind technology grants to support organizations doing critical work around the world in securely documenting authentic media. To date, we have issued over $500,000 in technology grants to 12 partner organizations around the world.

4. *What has been your company's engagement with candidates and election officials with respect to anticipating misuse of your products, as well as the effective utilization of content credentialing or other media authentication tools for their public communications?*

   We regularly seek to educate government and election officials on the C2PA technical spec and Content Credentials, holding briefings, attending relevant symposiums and events, and engaging civil society partners. Truepic partners with Microsoft on its Content Integrity Tools which are currently in private preview through the end of 2024 for election use cases. Within Microsoft's Content Integrity Tools suite, Truepic supports secure, authenticated mobile capture and recording of photos, videos and audio. Truepic has also worked with Ballotpedia since April of 2020. For the last four years, Ballotpedia has used Truepic Vision to help verify the identities of US political candidates participating in Ballotpedia's Candidate Connection program.

5. *Has your company worked to develop widely-available detection tools and methods to identify, catalog, and/or continuously track the distribution of machine-generated or machine-manipulated content?*

   The solutions we build help enterprises securely adding trust signals (i.e. provenance via C2PA Content Credentials) upstream in the tech ecosystem. We also offer tools for programmatically reading and displaying C2PA Content Credentials on existing media files, but we do not consider this to be detection in the traditional sense. Instead, we would refer to this as C2PA ingestion; detecting the presence of C2PA Content Credentials on media files so that platforms can extend that transparency for the benefit of end users.

6. *(To the extent your company offers social media or other content distribution platforms) What kinds of internal classifiers and detection measures are you developing to identify machine-generated or machine-manipulated content? To what extent do these measures depend on collaboration or contributions from generative AI vendors?*

   Not applicable. Truepic does not offer social media or other content distribution platforms.

7. *(To the extent your company offers social media or other content distribution platforms) What mechanisms has your platform implemented to enable victims of impersonation campaigns to report content that may violate your Terms of Service? Do you maintain separate reporting tools for public figures?*

   Not applicable. Truepic does not offer social media or other content distribution platforms.

8. *(To the extent your company offers generative AI products) What mechanisms has your platform implemented to enable victims of impersonation campaigns that may have relied on your models to report activity that may violate your Terms of Service? 9. (To the extent your company offers social media or other content distribution platforms) What is the current status of information sharing between platforms on detecting machine-generated or machine-manipulated content that*

may be used for malicious ends (such as election disinformation, non-consensual intimate imagery, online harassment, etc.)? Will your company commit to participation in a common database of violative content?

Not applicable. Truepic does not offer social media or other content distribution platforms.