

Guidelines for the Use of Artificial Intelligence at DVS Media GmbH



As a technical publishing house, DVS Media GmbH consolidates expert knowledge. The publishing program includes specialist books and journals, as well as software, videos and DVDs, educational media, and a body of technical regulations consisting of technical bulletins and guidelines. Online activities such as B2B platforms, newsletters, and social media, as well as live activities such as events and trade fair appearances, complement the program.

Through its various formats, DVS Media GmbH is dedicated to the latest developments, trends, and topics, thereby actively shaping the future of its business areas from an editorial perspective.

We regard new technologies as support for our daily work. At the same time, we are aware of the challenges and risks associated with advances in generative AI technologies. Therefore, we establish the following guidelines for the use of Artificial Intelligence (AI):

1. Attitude and Purpose

- a) DVS Media GmbH regards Artificial Intelligence as progress that we want to use proactively. All employees are encouraged to explore the possibilities of AI and exchange ideas and experiences.
- b) DVS Media GmbH considers Artificial Intelligence to be a technology that can provide support in all areas.
- c) When using AI, the interests of DVS Media GmbH employees shall be taken into account.

2. Responsibility and Error Culture

- a) AI serves as a tool and not as a replacement for human decision-making. Final responsibility for all work results — including those achieved with the support of AI — remains with humans.
- b) Errors resulting from the use of AI shall be communicated openly and corrected.

3. Editorial Work and Production

- a) The editorial department cannot track the use of AI in external content. In the interest of good cooperation, the editorial teams expect external authors to indicate if AI was predominantly used in the creation of content. Externally produced content is reviewed and/or edited for accuracy, quality, and relevance as part of the usual editorial processes.

- b) In the internal creation of editorial content, AI is generally used only as a supporting tool. The decision regarding its use lies with the editor, who bears editorial responsibility for the content.
- c) Minor modifications made using AI tools in production are not labeled. This primarily concerns standard image-editing interventions, such as retouching. If AI-assisted image editing goes beyond standard interventions, it will be labeled accordingly. Images created entirely by generative AI will also be labeled.

4. Exchange and Cooperation

- a) DVS Media GmbH is committed to exchanging information with other media companies and experts in order to share knowledge and continue developing.
- b) Cooperation with external organizations is regarded as a meaningful opportunity for synergy and exchange of experience.

5. Data Protection

The use of AI shall comply with applicable legislation, including the GDPR and the German Federal Data Protection Act (BDSG), as well as ethical standards.

DVS Media GmbH, April 28, 2026