AI AND THE ARTS SYMPOSIUM

Whakapapa Before Prompts

A Māori data sovereignty kit for artists in the age of AI

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AI Generated with the following prompt: Māori Heitiki greenstone.



Having been gifted to Edward Shortland by a rangatira in 1840. It is part of the ‘Shortland pounamu’ collection that was gifted to Ngāi Tahu by the Crown in November 1997 at Kaikōura on the occasion of the signing of the Deed of Settlement between Ngāi Tahu and the Crown. The gift marked the significance and importance of the settlement of Te Kerēme. 2019.0783.1: Ngāi Tahu Archive.

It has a pattern.
It does not have a whakapapa.

Nō hea koe? Where are you from? Who are your people? Who gave permission for you to be here?

Every work you make has two lives

The copyright life

Belongs to you as an individual

Protects the copy, not your style

Expires

Needs you to enforce it alone

The taonga life

Held with your whānau, hapū and iwi

Whakapapa travels into every scan, copy and AI output

Never expires

Backed by Te Tiriti, WAI 262, WAI 2522 and UNDRIP Article 31

Māori data sovereignty is how you use the second life.

THE LENS

The Māori data sovereignty lens

WAI 2522: Māori data is a taonga, including anything digitisable. A photo of your work or a copy is Māori data.

Whakapapa

Where did it come from, and whose is it?

Provenance travels with every file.

Rangatiratanga

Who holds the authority to say yes?

Consent from iwi and hapū, not only the individual.

Kaitiakitanga

Who looks after it, and where is it held?

Control, not just storage. Onshore is not sovereign.

Mana

Who answers for its use, and for any harm?

A named person, accountable to kaitiaki.

Every takeaway today answers one of these.

What Māori data sovereignty gives creatives

01

Standing beyond copyright

A work can also be taonga, with interests that never expire. That holds for an image, a waiata or a story.

02

Terms in every contract

Consignment, recording, publishing and commission deals: no AI training, no synthetic derivatives, a right to withdraw.

03

Provenance travels

Record iwi and hapū origins in image metadata, track tags, book records and catalogues. Local Contexts labels work across all of them.

How your work ends up in an AI model

01
You make it

YOUR MOVE

Record its whakapapa and provenance

Whakapapa

02
Someone photographs it

YOUR MOVE

Put the terms in the contract

Rangatiratanga

03
It goes online

YOUR MOVE

Tag the file and lock the site

Kaitiakitanga

04
A crawler collects it

YOUR MOVE

Cloak the image before posting

Kaitiakitanga

05
A model copies your style

YOUR MOVE

Capture, write, report, escalate

Mana

Every step is a place to say no.

TAKEAWAY 01 / 06

Put the whakapapa in the file

Fill in the metadata

Creator, copyright, rights terms, and your iwi and hapū in the description.

Set the "Data Mining" field

Mark an image as prohibited for AI training.

Add Content Credentials

Various free tools can attach your name and a "do not train" preference.

```
Creator: [Artist name]
Iwi / hapū: [Iwi] / [Hapū]
Copyright: © 2026 [Artist]. A taonga work.
Rights usage: No AI training or synthetic derivatives
without written consent of the artist and [hapū].
Data mining: Prohibited for AI/ML training
```

MDS LENS · WHAKAPAPA

Metadata keeps the work's whakapapa attached as it travels. It can be stripped, so treat it as notice and evidence, not a lock.

TAKEAWAY 02 / 06

Lock the front door of your website

```
# robots.txt
User-agent: GPTBot
Disallow: /

User-agent: ClaudeBot
Disallow: /

User-agent: CCBot
Disallow: /

User-agent: Google-Extended
Disallow: /
```

Block the AI crawlers

Ask whoever runs your site to add these lines. Honest crawlers obey them.

Glaze before you post

Free University of Chicago tool that cloaks your style from mimicry.

Share less, keep more

Post web-size images, keep originals offline, and switch off AI training in every platform's settings.

MDS LENS · KAITIAKITANGA

You are the first kaitiaki of your data. Deciding who may collect it, and what leaves your hands, is guardianship in practice.

TAKEAWAY 03 / 06

Four clauses for every agreement

01 No AI training

"The Works and images of them must not be used to train or test any AI system, or licensed to anyone who will."

02 No synthetic copies

"No party may generate or commission AI works in the style of, or derived from, the Works."

03 Cultural protections

"Images of faces, moko and taonga worn are used only as agreed in writing."

04 Credit and withdrawal

"Every reproduction credits the artist and [hapū]. The artist may require digital copies to be removed."

MDS LENS · RANGATIRATANGA

A contract turns authority into something enforceable today. Where a design is collective, name your hapū in it.

TAKEAWAY 04 / 06

Five questions before you sign

WHAKAPAPA	Will my name, iwi and hapū travel with art work?
KAITIAKITANGA	Who will digitise my work, and where will it be held?
RANGATIRATANGA	Will anyone train AI on them, or license them to someone who will?
RANGATIRATANGA	Can I, or my whānau, hapū, withdraw them later?
MANA	Who is accountable if something goes wrong?

No clear answer?

Don't sign yet.

MDS LENS · ALL FOUR

Each question tests one lens. A partner who respects Māori data sovereignty can answer all five.

TAKEAWAY 05 / 06

When you find a copy

01

Capture

Screenshot, link, record and date. Reverse image search to find other copies.

02

Write

Tell them directly what the work is, whose taonga it is, and what you want.

03

Report

Use the platform or marketplace's copyright and IP complaint form.

04

Escalate

Social media next. Mainstream media only as a last resort.

Start with the relationship, not the headline.

MDS LENS · MANA

Misuse diminishes the mana of the work and its people. Holding the user to account, and giving them the chance to put it right, restores it.

TAKEAWAY 06 / 06

Don't do this alone

Toi Iho

Apply for the mark. It authenticates Māori-made art, and its IP advisory panel helps against imitation.

Your hapū and iwi

Agree who can consent for collective designs and ask whether they have a data or taonga policy.

Your rōpū

Negotiate together with galleries, studios, platforms and funders. Make submissions on AI and copyright law.

One artist can't move a global platform. Collectives can.

MDS LENS · RANGATIRATANGA

Tino rangatiratanga sits with creatives collectively, with their whakapapa such as iwi and hapū. Collective designs need collective consent.

Your checklist for Monday

- [ ] **WHAKAPAPA**
  Tag your next ten pieces with metadata and a "no AI training" flag
- [ ] **KAITIAKITANGA**
  Add the AI crawler block to your website
- [ ] **RANGATIRATANGA**
  Put the four clauses into your next agreement
- [ ] **MANA**
  Ask the five questions before you sign
- [ ] **WHAKAPAPA**
  Look into the Toi Iho mark
- [ ] **KAITIAKITANGA**
  Glaze new work, and switch off AI training on every platform
- [ ] **RANGATIRATANGA**
  Talk to your whānau or hapū about collective designs
- [ ] **MANA**
  Save the four-step plan for when you find a copy

Take a photo of this slide

Ka mua, ka muri

We walk backwards into the future, with our eyes on those who came before.

WHAKAPAPA · RANGATIRATANGA · KAITIAKITANGA · MANA

Put it in the file. Put it in the contract. Put it in the kōrero.

Whakapapa before prompts.

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