

Three systems. One missing *piece.*

A watermark, a button and a label. Not one of them says who decides, or what you do when it's wrong.

Same question, three times.

Strip the technology out of all three and something decides whether your work counts as AI. **None of them shows you how. Not one has published an appeal process.**

That's transparency and governance, with an AI argument sitting on top.

The watermark.

Decided by the model maker, checked against a key.

Precise about one narrow thing, whether the model chose the words. Anthropic says plainly that it cannot tell “Claude wrote this” from “Claude heavily edited this.”

No appeal, because there is nothing yet to appeal to.

The button.

Decided by anyone who reads you.

Three dots, “seems like AI slop”, and the report trains LinkedIn's classifiers while reducing your reach. It asks readers to judge what purpose-built tools never managed. Of 14 detectors tested, not one reached 80% accuracy.

No stated way to contest it.

The *label.*

Use Generative Fill to take out one stray tourist and Adobe writes a **content credential** into the file. Meta reads standards like C2PA and IPTC, and labels the post.

That real photograph now carries **the same credential as something generated from nothing.**

It already happened.

Claude attaches the same kind of credential to image files.

It's the open standard Instagram already reads. Photographers have had entirely real photographs labelled as AI for running a denoise or removing a dust spot. Same mechanism, different platform.

Meta renamed the label in 2024. Two years on, the mechanism is unchanged.

Screenshot it.

The workaround people found is to photograph their own screen.

A screenshot strips the metadata, and there's a small industry of tools built to remove content credentials for the same reason.

The compliant lose quality. Everyone else clicks once.



— PRINCIPLE 06

So how do we adapt?

Three things that are **actually in your control.**

1. Write your AI use into contracts and proposals before a client thinks to ask.
 2. Keep the drafts and versions that show how the work was really made.
 3. Find out what your own tools embed in a file before you upload it.
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— OVER TO YOU

What would *adapting* look like for you?

I don't have a clean answer.

When the advice is to screenshot your own work, the system is the problem.

TELL ME WHAT YOU THINK ↓