



Commotion Ltd and Commotion (Europe) BV

AI Image Policy

Real Toys. Real Children. Real Play.

1. Purpose of this Policy

This policy sets out Commotion's position on the use of Artificial Intelligence (AI) and digital image manipulation within our marketing, brand and product communications.

It applies to all internal teams, external partners, trade customers & consumers using tickit® brand imagery.

Our aim is not to criticise the use of AI-generated imagery in the wider market. Instead, this policy explains our considered position and reinforces our commitment to authenticity, integrity and trust.

2. Our Position

We are an international educational toy distributor, established in 1983, trading as Commotion Ltd and Commotion (Europe) BV.

Through our in-house brand tickit®, we design, develop, source and distribute premium educational toys that are endorsed by experienced educators and support learning through play. We sell our products into over 60 countries worldwide.

Our imagery must reflect the same integrity as our products.

We believe that:

- Educational toys should be presented honestly and accurately.
- Children's interaction with our products should be genuine and observable.
- Marketing materials should build long-term trust with resellers, educators and families.

In a marketplace increasingly using synthetic or artificially generated imagery, we have spoken to customers and consumers who have concerns that the overuse of "fake" visuals is eroding confidence in brands and products.

At Commotion, we take a clear stance on what is acceptable and what is not.

Our imagery commitment is simple:

Real Toys. Real Children. Real Play.



3. Why Authentic Photography Matters

Our photoshoots are an essential part of our product development and marketing process. They enable us to:

- Capture genuine, inspiring and aspirational imagery of children engaging naturally with our products.
- Accurately demonstrate product scale, function and educational value.
- Demonstrate age-appropriate play, in line with international toy safety standards.
- Observe how children interact with products in real settings.
- Gain valuable feedback that informs future product development and marketing content.
- Portray real learning moments aligned with child-led play and the Curiosity Approach.

Authentic photography ensures that what our customers see reflects what they will receive. This is particularly important for educational environments where trust, safety and developmental suitability are paramount.

4. When We Use AI or Digital Editing

We recognise that AI tools and digital editing can enhance efficiency and presentation quality when used responsibly.

Commotion may use AI and/or Photoshop for the following purposes:

- Creating seasonal or themed backdrops to complement existing real photography.
- Adjusting background colours.
- Tidying images where lighting or minor inconsistencies prevent accurate real-life representation.
- Removing temporary marks (e.g., dirt on clothing or faces) that do not alter the intended presentation of the product.
- To show design, scale and usage for products still in development phases (e.g. Commotion's Product Development Lookbook).

In these cases, AI and editing tools are used to enhance clarity and presentation - not to mislead.



5. When We Do Not Use AI or Digital Manipulation

To protect the integrity of our brand, the rights of our models and our customers' trust, we do not use AI or Photoshop to:

- Alter a model's features, physical form or their use of the product
- Change the perceived intended play or learning value
- Alter product scale, functionality or features in a misleading way.
- Generate AI videos or reels from static imagery featuring children.

We champion the value of demonstrating real interaction & engagement with children.

6. Integrity, Trust and B2B Responsibility

As a B2B-focused organisation, we provide comprehensive product information, high-quality images, and marketing support to our global family of resellers and educational suppliers.

Our trade customers rely on us for:

- Accurate product representation
- Transparent communication
- Consistent brand values
- Reliable marketing assets

Misleading imagery, even unintentionally, can compromise trust across the supply chain. Our policy ensures that partners can confidently use our images knowing they are based on real products and real interactions.

7. Alignment with Our Values

This policy reflects our broader business principles:

- Products designed or endorsed by educators to meet genuine developmental needs
- Open-ended resources that encourage curiosity and creativity
- High-quality, durable and sustainably manufactured products
- FSC-certified operations and responsible sourcing

Just as we prioritise sustainability and quality in manufacturing, we prioritise authenticity and responsibility in representation.



8. Review and Accountability

This policy applies to:

- Internal marketing and product teams
- External agencies
- Photographers and creative partners
- Trade customers and consumers who use or share tickit® images

It will be reviewed periodically to ensure it remains aligned with technological developments, industry standards and customer expectations.

9. Our Commitment

At Commotion, we believe that trust is built through honesty.

AI technology continues to evolve, and it has a place in modern business. However, where children, education and developmental products are concerned, authenticity matters.

We remain committed to:

Real Toys. Real Children. Real Play.

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