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The Online Business Owner's Legal Guide to AI

A Plain-English guide on disclosing AI use,
reviewing contracts, and protecting your
content — all on one page.

AI Disclosure Language

Copy and adapt one of these for your website footer, course platform, email footer, or about page. You don't need both — pick the one that fits how you use AI in your business.

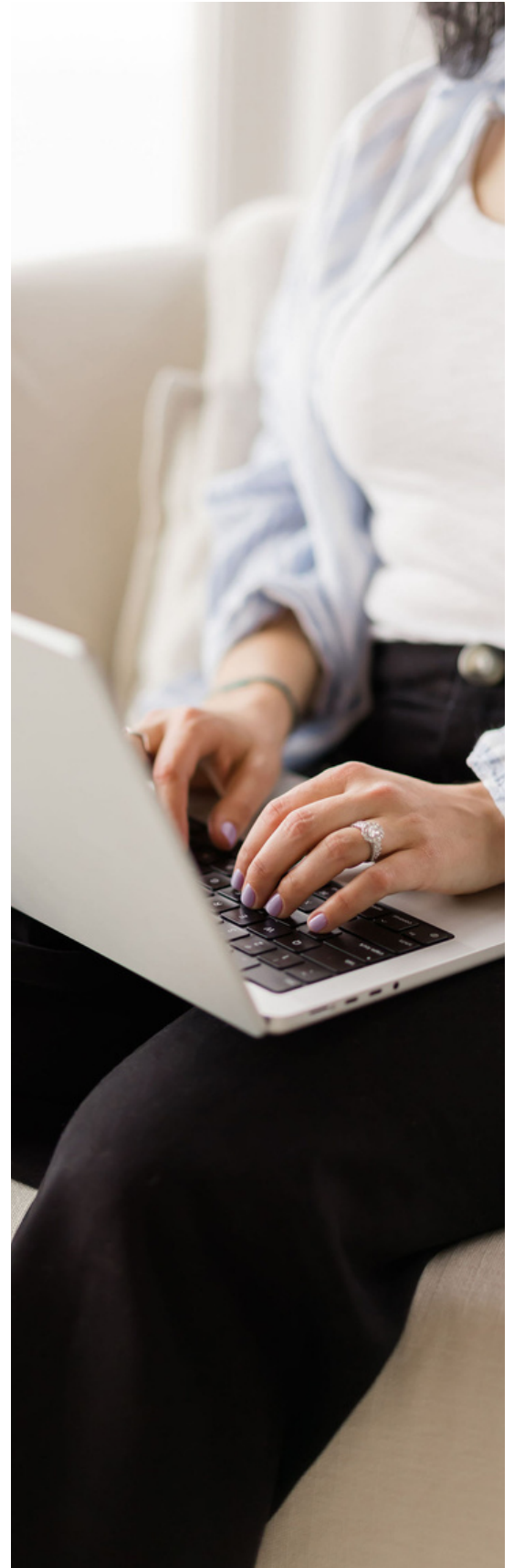
Option A — General use

"I occasionally use AI tools to support my content creation process (things like research, drafting, and brainstorming). All ideas, opinions, advice, and final content reflect my own expertise and are reviewed by me before publishing."

Option B — Course or digital product specific

"Some elements of this program may have been drafted or refined with the assistance of AI tools. All curriculum, frameworks, and recommendations are grounded in my own knowledge and experience and have been personally reviewed for accuracy."

Tip: You can shorten either of these to a single sentence if you need something brief for a footer or bio. The most important thing is that it's there and that it's true, so use or edit whatever accurately reflects your process.



What to Look for in a Contract

Before you sign — especially with brands, platforms, agencies, or collaborators — scan for the below clauses. You don't need to understand every word, but you do need to know they're there.

- **AI-generated content rights** — Who owns content you create with AI assistance — you or them?
- **Training data clauses** — Does the contract allow your content to be used to train their AI models?
- **IP ownership & assignment** — Are you assigning ownership of your course materials, frameworks, or methods?
- **Broad licensing language** — Watch for "perpetual, irrevocable, royalty-free" — that's often broader than it sounds.
- **Disclosure requirements** — Does the contract require you to disclose AI use? Are those terms reasonable for how you actually work?
- **Platform terms changes** — Does the platform reserve the right to update AI terms without notice?
- **AI-use permitted** — Does the contract say you may or may not use AI to create the content you need?
- **Likeness and additional use** — can the company use your likeness in future campaigns without your consent? May they turn your paid content into future ads?

If you see any of these and aren't sure what they mean — stop. Don't sign until you understand what you're agreeing to. When in doubt, have an attorney review it.

Your AI Protection Checklist

Seven things to put in place now — before you need them. Work through this list one item at a time. You don't have to do it all today.

- ☐ **Add an AI disclosure to your website and course platform**
Even a single sentence puts you ahead of most creators. Transparency protects both you and your audience.
- ☐ **Review your course platform's current Terms of Service**
Most major platforms have quietly updated their AI and data clauses. Read them — especially anything about content ownership and training data.
- ☐ **Make sure your Terms & Conditions restrict unauthorized reproduction**
Your T&Cs should explicitly prohibit copying, scraping, or reproducing your content — including for AI training purposes.
- ☐ **Document your original creative process**
Keep dated drafts, notes, and outlines. If ownership of your content is ever disputed, evidence of your creative process is your best defense.
- ☐ **Register your copyright (yes, really)**
Copyright exists automatically, but registration gives you significantly stronger legal standing if someone steals or reproduces your content.
- ☐ **Add a clear IP ownership clause to any contractor or team agreements**
If someone helps you create content — writer, VA, designer — your contract should make clear that your business owns the output.
- ☐ **Create an internal AI use policy for your team**
Even a short one-pager that outlines how AI can and can't be used in your business sets expectations and protects you from surprises.

"I'll be honest — I have complicated feelings about AI. And I know a lot of you do, too.

What I do know is that the legal landscape around it is moving fast, and most online business owners are nowhere near protected enough. This cheat sheet isn't about taking a side. **It's about making sure you're not caught off guard."**

— Sam



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