ASCEND GmbH
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LEGAL DOCUMENT

AI transparency

VERSION	AS OF	TRANSLATION AS OF	LANGUAGE
1.0.0	13 September 2026	13 September 2026	English

> ! Translated with AI from German. Only the **German version** is legally valid.

ASCEND GmbH uses artificial intelligence (AI) in a small number of clearly defined areas. This page states transparently where that is the case – and, just as importantly, where it explicitly is not.

What is AI-generated?

- **Category images** in our shop (hero images and tile images for product categories) are generated entirely by AI. They illustrate the category and do not show a specific article.
- Some **videos and still images** on www.ascend.de (for example on selected solution pages) are AI-generated; they carry a corresponding label on the image or video itself.
- The **"AI fact sheet"** on product pages is an automatically generated summary of verified product data.
- Legal texts (Terms and Conditions, Privacy Policy, Imprint) in languages other than German are AI translations of the German original; only the German version is legally valid.

What is NOT AI?

- **Product photos come unaltered from the manufacturers.** We do not use AI to generate or alter product images. For some product images the background is removed by an automated technical process; the article itself is neither changed nor newly created by this.
- Our **blog articles and editorial content** are written by humans.
- General informational and corporate pages are created and maintained by humans.

How we label it

AI-generated images and videos carry a visible notice directly on the relevant content. Where technically possible, we additionally embed a machine-readable marking (IPTC "Digital Source Type") in the metadata of AI-generated image files.

Questions about this page can be sent to team@ascend.de.