

Public Statement on Artificial Intelligence at Hipertexto - Netizen

How We Conceive, Integrate, and Govern AI in Our Company and in the Solutions We Offer to Clients, Users, and Institutions in the Editorial and Academic Ecosystem

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The future of knowledge does not depend solely on producing it. It depends on making it visible, trustworthy, circulable, and verifiable. In the age of artificial intelligence, this is no longer merely a technical aspiration: it is a strategic condition for the permanence, integrity, and value of editorial, academic, and scientific content.

Artificial intelligence is decisively transforming the editorial, academic, and scientific industries. It is a structural shift that impacts how knowledge is produced, organized, described, connected, discovered, validated, and circulated.

In this new context, it is no longer enough to create quality content. It is also essential to structure, describe, and govern it so that it can be found, understood, related, attributed, and leveraged in increasingly complex digital ecosystems where systems, platforms, and automated agents actively participate in search, recommendation, analysis, and information generation processes.

In the age of artificial intelligence, the value of content also depends on its ability to be visible, interoperable, trustworthy, verifiable, and useful for both people and machines, without losing its context, integrity, or meaning.

At Hipertexto - Netizen, we embrace this transformation with conviction, responsibility, and future vision. We believe artificial intelligence should strengthen the editorial and academic ecosystem, not weaken it; expand access to knowledge, not restrict it; enhance human capability, not replace the expert, editorial, or institutional judgment that gives content its meaning, legitimacy, and value.

Our position is clear: artificial intelligence only creates real value when integrated with purpose, human oversight, and solid principles. Therefore, at Hipertexto - Netizen, we do not conceive AI as an abstract promise or isolated resource. We view it as part of a strategic infrastructure to make knowledge more visible, more accessible, better organized, and better prepared to participate in contemporary systems of information, discovery, distribution, and circulation.

We do not speak about artificial intelligence from a distance. We are integrating it into our own evolution as a company and into the solutions we develop for our clients and users. We do so to strengthen internal processes, expand technical and analytical capabilities, improve service quality, and respond more intelligently to the challenges of a rapidly changing environment. But we also do so with the same conviction that has guided us since the beginning of our trajectory: technology must serve knowledge and people, not the other way around.

We therefore seek to play a proactive role in the region and in permanent dialogue with the global publishing industry. Our vocation is not only to incorporate tools but also to help understand their impact, guide their adoption, and support their strategic and responsible use among publishers, universities, public and private institutions, research centers, cultural agents, guilds, associations, and sector organizations, under standards and best practices. We want to be a transformation partner for those who create, manage, distribute, market, and disseminate content in an environment increasingly mediated by artificial intelligence.

This capacity for vision and action is further strengthened by the projects we develop and the partnerships we have consolidated with major players in the global publishing industry. These strategic alliances expand our access to developments, technological capabilities, and global benchmark dynamics. But above all, they confirm something essential: our company actively participates in the conversations and transformations currently redefining the future of the sector. For us, these relationships are not merely support; they are also a

responsibility. They require us to translate that global connection into concrete, reliable, and high-value solutions for our clients and users.

Our value proposition is integrated across the editorial content value chain:

First, in the field **of platforms, digital ecosystems, standards, and metadata systems**, we develop technological solutions that organize information in a structured, interoperable, and scalable way. This infrastructure not only organizes and connects content but also prepares it to circulate effectively according to current and future standards in environments where AI increasingly influences how content is found, related, recommended, and interpreted.

Second, in the field of **editorial production, transformation, and specialized services**, we support publishers and institutions in creating, transforming, normalizing, and preparing content for circulation in multiple formats. This includes file conversion, technical and editorial adaptation of works, proofreading and text standardization, and preparation for increasingly demanding digital ecosystems. Our objective is clear: to ensure content not only meets technical and editorial standards but is truly prepared to be read, indexed, analyzed, recommended, and reused appropriately.

In this context, we also believe content must be better prepared to interact with automated systems without ceasing to fulfill its deeper purpose for people: offering structures of thought, argumentative depth, critical context, and forms of understanding that cannot be reduced to fragments, brief answers, or generated outputs. Preparing content for the AI era does not mean stripping it of complexity; it means making it stronger, more structured, and better able to preserve its intellectual value in new usage environments.

Third, in the field **of commercialization, dissemination, and distribution of content**, we facilitate the circulation of publications in their various formats and modalities through integration with a broad network of commercial channels and dissemination platforms. In this way, we connect editorial production with systems of access, discovery, and commercialization, ensuring that content effectively reaches its audiences and maintains relevance in traditional and emerging environments.

Artificial intelligence at HiperTexto - Netizen runs transversally across these three areas. Its responsible incorporation enables enriched metadata, optimized complex catalogs, strengthened information analysis, improved editorial processes, and enhanced digital visibility of publications. As knowledge search, recommendation, and analysis environments increasingly incorporate AI, the rigorous structuring of editorial information ceases to be a secondary technical attribute and becomes a strategic condition for permanence, relevance, and growth.

Today, whatever is not well described, well connected, and well structured risks not being found. And whatever cannot be discovered can hardly be read, cited, recommended, commercialized, or integrated into new knowledge value chains. Therefore, we affirm that in the AI era, organizing knowledge also means defending its presence, value, and future.

But organizing knowledge is not enough. In the AI era, it is also necessary to preserve its provenance, context, attribution, and integrity. We believe editorial or academic content can only legitimately participate in new discovery and usage systems if it maintains clear signals regarding authorship, reference version, conditions of use, licensing and intellectual property, updates, and when appropriate, corrections or retractions. Without these elements, visibility may grow, but trust weakens.

At the same time, we know that the speed of innovation cannot surpass content reliability. When artificial intelligence interacts with editorial, academic, or scientific content, it must do so in harmony with the principles that sustain trust in these ecosystems: editorial rigor, attribution, citation, traceability, transparency, and respect for the integrity of the work. It must also clearly distinguish between validated and non-validated content, recognize the relevance of the reference version of a content item, and preserve, when appropriate, information about corrections, updates, retractions, and other changes affecting interpretation and use.

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This commitment is fundamental. Because artificial intelligence can accelerate discovery, enrich the access experience, and expand the possibilities for knowledge circulation. But if not implemented with clear criteria, it can also erode trust, blur content context, and weaken the standards that give content its value. At HiperTexto - Netizen, we believe innovation does not mean renouncing these principles but strategically projecting them into this new stage.

Consistent with this vision, we incorporate artificial intelligence as a support tool for our internal processes and for the solutions we offer our clients and users. These technologies help us increase efficiency, strengthen analysis, enrich information, and expand our response capacity.

Guiding Principles for the Use of AI at HiperTexto – Netizen

- ✓ AI must strengthen, not weaken, trust in the editorial and academic ecosystem.
- ✓ Human oversight remains indispensable in critical processes.
- ✓ Attribution, citation, traceability, and respect for the integrity of works are non-negotiable principles.
- ✓ Content entrusted by clients and users is not used to train AI models or for purposes unrelated to contracted services.
- ✓ Metadata, standards, and identifiers are strategic infrastructure for visibility, interoperability, and governance of knowledge.
- ✓ Innovation must be accompanied by transparency, security, responsibility, and continuous improvement.
- ✓ The region must participate in this transformation with its own voice, strong infrastructure, and global vision.

Our commitment to responsible AI use is based on clear and verifiable principles. We promote transparency regarding the purpose and scope of the tools we incorporate. We maintain human oversight in the processes where they intervene. We protect the confidentiality of information managed in our platforms. We respect the rights, licenses, and conditions of use applicable to content. We favor the use of standards, metadata, and identifiers that strengthen traceability, attribution, and interoperability. We recognize the importance of distinguishing between validated and non-validated content and preserving the relevance of a work's reference version when critical to its interpretation and use. And we establish precise limits on the use of information entrusted to us.

Regarding privacy and content protection, we take an unequivocal stance: editorial, academic, or institutional content uploaded by publishers, universities, research centers, or other organizations into our platforms is not used to train AI models, nor employed for secondary exploitation unrelated to contracted services, nor shared with third parties for such purposes. This information is used exclusively to provide requested services, under security, access control, confidentiality, and governance mechanisms designed to protect the interests of our clients and users.

We also know that the evolution of artificial intelligence raises technical, ethical, regulatory, and cultural challenges that will continue evolving. Therefore, we understand this statement not as an endpoint, but as an active commitment to review, learning, and continuous improvement. The speed of technological change requires ambition, judgment, and innovation; but equally, it requires responsibility. That balance is central to HiperTexto - Netizen.

We have more than two decades of experience in comprehensive solutions for the editorial content value chain and currently support more than 600 institutions and companies in 15 countries. This trajectory gives us perspective, but it also imposes responsibility. At a time when many organizations are only beginning to grasp the scope of this transformation, our task is not simply to follow the conversation about artificial intelligence; it is to help elevate it, guide it, and translate it into concrete, reliable, high-value solutions for the editorial and academic industries.

We believe the region must participate in this new stage with capability, infrastructure, judgment, and global vision. It must ensure that the knowledge it produces not only exists, but is visible, traceable, trustworthy, and

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fully integrable into the new information and discovery systems shaping the present and future of the sector. That is the horizon guiding our work.

At Hipertexto - Netizen, we reaffirm our commitment to developing technological solutions and editorial services that strengthen the organization, visibility, circulation, and discovery of knowledge. We will continue integrating artificial intelligence ethically, transparently, and oriented toward the common good, both within our company and in every solution we deliver to our clients and users.

Because in this new stage, the future of knowledge does not depend solely on producing it.

It depends on making it visible.

It depends on making it trustworthy.

It depends on making it traceable.

It depends on making it verifiable.

It depends on making it circulable, interoperable, and valuable in a world where humans and machines now participate together in the new paths of discovery.

That is our commitment.

That is our responsibility.

And that is the transformation that at Hipertexto – Netizen we have decided to lead with judgment, infrastructure, and future vision.

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