

THE EU AI ACT — DISCLOSURE CHEAT SHEET

Every AI-generated content disclosure rule, on one page · Article 50 transparency obligations

1 THE 4 TRANSPARENCY DUTIES · ART. 50

- 1

Disclose AI interaction
Chatbots, voice agents & AI assistants must tell people they're talking to AI — at the start.
- 2

Mark synthetic media
Providers must embed effective **machine-readable marks** (watermark / C2PA) on AI-generated text, image, audio & video — and supply detection means.
- 3

Label what you publish
Deployers must label **deepfakes** — and AI-generated text on public-interest matters, *unless* genuinely human-reviewed with someone taking editorial responsibility.
- 4

Disclose emotion & biometric systems
Tell people when emotion-recognition or biometric categorization runs on them.

Rule of thumb: every disclosure must be **clear, distinguishable & accessible — at first exposure**. Never buried in T&Cs.

2 WHO OWES WHAT

PROVIDER
Builds or sells the AI system — model vendors, AI tool makers.
Duty: **machine-readable marking + detection means on synthetic outputs**.

DEPLOYER
Uses AI & publishes AI content — marketers, publishers, agencies.
Duty: **label deepfakes & AI text, disclose AI interaction**.

One company can be BOTH — e.g. an agency using a vendor model in client campaigns.

3 KEY DATES

- 2 Feb 2025

Prohibited AI practices banned (Art. 5).
- 2 Aug 2025

General-purpose AI (GPAI) model obligations apply.
- 2 Aug 2026

IN FORCE NOW
Article 50 transparency duties apply — labeling & marking are live obligations.
- 2 Dec 2026

Grace period ends: pre-Aug-2026 systems must carry marking.

4 FINE TIERS · ART. 99

€35M / 7% **Prohibited practices** (Art. 5) — highest tier in EU digital regulation.

€15M / 3% **Transparency & other obligations** — incl. all Article 50 duties here.

€7.5M / 1% **Misleading information** supplied to authorities.

Whichever is higher — fixed amount or % of global annual turnover — for large companies; proportionate caps for SMEs & startups.

5 PLATFORM LABEL RULES

YOUTUBE
"Altered or synthetic content": disclose realistic AI video at upload. **Mandatory since May 2025**.

META · FB · IG
"AI info" / "Made with AI" labels applied **automatically** via C2PA + detection. Undisclosed AI = **ad rejection**.

TIKTOK
"AI-generated" label required on realistic AI content. Set the **toggle at upload**.

GOOGLE ADS
Realistic AI depictions in ads must be disclosed — **"Generated by AI"** labeling.

One clip posted to three platforms: evaluate & label in **each** upload flow.

6 60-SECOND SELF-CHECK

- ☐

Can a viewer tell **at first glance** that each AI-generated asset is AI-made?
- ☐

Are deepfakes — realistic synthetic people, voices, events — **clearly labeled**?
- ☐

Is AI-written public-interest text labeled — or genuinely human-reviewed with **editorial responsibility**?
- ☐

Do chatbots & voice agents disclose they're AI **at the start**?
- ☐

Do your tools embed **machine-readable provenance** (C2PA / watermark)?
- ☐

Can you **prove it** — per-asset audit trail if a regulator asks?

A **"no" anywhere = a gap**. This sheet covers the rules **once** — continuous monitoring closes them **forever**.

THIS SHEET TEACHES THE RULES ONCE. DISCLOSUREGUARD CHECKS THEM ON EVERY ASSET, 24/7.
We read declared + embedded provenance (C2PA, watermarks, metadata) — never guesswork — and score every asset against the rules above.

Check every asset free
disclosure-guard.onrender.com
?utm_source=cheatsheet&utm_medium=pdf&utm_campaign=disclosure-guard