



THE EU AI ACT
NEW TRANSPARENCY RULES
FOR AI SYSTEMS
FROM 2 AUGUST 2026

Questions for Compliance



The EU AI Act: *New Transparency Rules for AI Systems*

What are they and why are they needed?

Transparency Rules (Article 50 EU AI Act) are intended to help EU citizens recognise when they are interacting with an AI system or are exposed to AI-generated content.

Aims:

- + promote public trust
- + combat deception and misinformation.





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Who must comply and when?

From 2 August 2026:



Providers of AI systems must design their systems to inform individuals when they are:

- + interacting with an AI system
- + exposed to content that has been generated or manipulated with AI, to enable them to verify its AI-origin.*



Deployers of AI systems must inform individuals when they are exposed to:

- + emotion recognition and biometric categorisation
- + deepfakes or text publications on matters of public interest without human review or editorial control.

**Grace period for Provider marking obligation until December 2026 for generative AI systems placed on the market before 2 August 2026*



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What content needs to be marked or labelled?

The rules apply to **text**, **image**, **video** and **audio**.



- + **Synthetic AI-generated or manipulated content** must contain a machine-readable mark (subject to exceptions and grace period).
- + **Deepfakes** must be disclosed.
- + **Text on matters of public interest** must be marked with clear and perceivable labels (if no human review or editorial control).



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How can deployers label AI-generated content?

The EU has developed a set of icons that creators, publishers and other deployers of generative AI systems may use to label their AI-generated content.

Use of these EU icons is optional, but complying with the labelling requirements is not.

AI MODIFIED

AI GENERATED

AI



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What are the penalties for non-compliance?



Fines up to **€15m** or up to **3% of total global annual turnover**, for companies (up to **€750k** for EU institutions, bodies and agencies).