

AI labelling: staff one-pager

For everyone who creates, edits or publishes content at **{Your agency}**. Article 50 transparency duties have applied since 2 August 2026, including to non-EU agencies whose content reaches people in the EU.

The 5 rules

1	If AI changes what a real person, place or event looks or sounds like, label it . Synthetic spokespeople, cloned voices, AI models and realistic AI scenes all count.
2	Label at first exposure , not at the end: first seconds of a video, on the image, first line of a caption, first sentence of audio.
3	Every asset, every format . Carousels: label each AI slide. Cut-downs and language versions keep the label.
4	Labels travel with the content . Deliver masters with the label in place, or a note saying where it must go. Never remove a label without written client sign-off.
5	When unsure, label and log . Creative or fictional work gets a lighter label (end card, credits), never none.

Where the label goes

Format	Put the label	Not enough on its own
Video / reels / ads	On screen in the opening seconds, readable, long enough to read	Caption or description only
Static social / display / OOH	On the image, or first caption line before "more"	Hashtag at the end, alt text only
Audio / voice clone	Spoken at the start + text in the description	Show notes only
Chatbot / voice agent	First message or greeting says it is an AI	FAQ page or terms
Artistic / fictional work	End card, credits or caption	No label

Wording you can use

"AI-generated" · "Contains AI-generated imagery" · "The voice in this ad is AI-generated." · "This ad features a digitally generated likeness, created with consent." · Creative work: "Created with the help of AI." Use the EU "AI" icon from the Code of Practice next to the text label where possible.

Human review does not remove the label for images, video or audio.

The editorial-review exemption only covers AI-generated *text* published to inform the public on matters of public interest, with a named person holding editorial responsibility.

If a label is missing or wrong

1. Report it to **{contact}** straight away.
2. Fix it on our own channels within **{X} hours** (add the label or take the post down).
3. Tell the client if it ran on their channels.
4. Log it: date, asset, channel, what was missing, who fixed it, when.
5. Check which step of the pre-publish check failed, and fix the process.

Sample from the DisclosureTrail Deployer Pack. The full pack (labelling policy, client contract clause, wording library in your languages, pre-publish check, compliance record) is written for your agency and delivered in 48 hours: disclosuretrail.com/eu-ai-act-compliance-pack.html. Prepared from Article 50 of Regulation (EU) 2024/1689, the European Commission's transparency guidelines and the Code of Practice on transparency of AI-generated content. Compliance documentation, not legal advice. hello@disclosuretrail.com