

Article 50 label examples — scope first

Do not start with the wording. First identify whether you are acting as provider, deployer or both, then test the content path and any exception.

Situation	Article 50 path	Example wording
Realistic AI-generated video of a real person	Deployer deepfake disclosure may apply	This video was artificially generated or manipulated using AI.
Synthetic voice resembling a real speaker	Deployer deepfake disclosure may apply	This audio contains an AI-generated or manipulated voice.
Public-interest text produced with AI, no qualifying editorial exception	Deployer text disclosure may apply	This text was generated or manipulated with AI.
Ordinary AI-assisted product image	Not automatically an Article 50(4) disclosure	Optional: AI-assisted image. Reviewed by [Company].

Placement principles

- Make required information clear, distinguishable and accessible no later than first exposure.
- Use text with an optional icon where accessibility or context requires it.
- Do not state that a platform label or icon guarantees compliance.

Quick decision check

Question	If yes	If no
Are you the provider of a generative AI system?	Assess machine-readable marking under Article 50(2).	Continue to deployer/content questions.
Is the image, audio or video a deepfake?	Assess Article 50(4) disclosure and creative-work treatment.	Visible disclosure is not automatic under this path.
Is the text published to inform the public on a matter of public interest?	Assess human editorial review and responsibility exception.	Article 50(4) text disclosure is not triggered by this path.
No legal disclosure path applies	Consider voluntary transparency if useful and not misleading.	Record the decision and review when facts change.

Source status: based on Regulation (EU) 2024/1689, the Commission Article 4 Q&A; the May 2026 draft Article 50 guidelines, the June 2026 Code of Practice and the July 2026 adequacy assessment. The Digital Omnibus was adopted on 29 June 2026 but was not yet in force at the verification cutoff.

This template provides general operational support based on official EU sources current as of 10 July 2026. It is not legal advice and does not determine whether your organisation, AI system or content falls within Article 4, Article 50 or another law. Using this template, keeping a record, or displaying a suggested label does not establish or guarantee compliance. Adapt it after assessing your role as provider or deployer, the system and use case, affected persons, and applicable EU and national law. Obtain legal advice where appropriate. Regulatory guidance and the Digital Omnibus implementation status may change; verify the sources and version date before use.