

Chatbot disclosure: one-page starting point

Article 50(1) is framed for providers of AI systems intended to interact directly with people. Confirm whether your organisation is provider, deployer or both before treating a control as its legal duty.

Channel	Adaptable first-interaction wording	Recommended placement
Web chat	You are chatting with an AI assistant from [Company].	Before or with the first AI message
Voice	You are speaking with an AI voice assistant from [Company].	Spoken before substantive interaction
Messaging	This conversation is handled by [Company]'s AI assistant.	First automated message; profile label as support

Implementation check

- Confirm provider/deployer role and system purpose.
- Make the information clear, distinguishable and accessible by first interaction.
- Test a fresh session on every channel and language.
- Keep a screenshot and record as a recommended operational control.

Persistent labels, human escape routes and repeat testing are recommended controls in this template, not separate wording prescribed by Article 50.

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.