EU AI ACT · ARTICLE 50 · TRANSPARENCY

AI disclosure text kit

TR · EN · DE

Short labels, long disclosure lines and accessible HTML snippets for images, video, audio, text and chatbots — plus a one-page checklist. Version 6 October 2026. Prepared by Ali Karabüyük.

Not legal advice. This kit summarises Article 50 of Regulation (EU) 2024/1689 and offers wording that can be adapted. Whether and how an obligation applies to a specific case depends on the facts; ask a qualified lawyer. Text in [square brackets] is a placeholder.

1 · One-page checklist

Who are you for each tool?

Provider (Art. 3(3))	Develops an AI system (or has it developed) and places it on the market or puts it into service under its own name or trademark. Typical: the vendor of an image, video, voice or text generator; a company that ships its own generator inside a product.
Deployer (Art. 3(4))	Uses an AI system under its authority, except in a personal non-professional activity. Typical: agencies, publishers, brands and marketing teams that use a generator to make content.
Both	A business can be provider for one system and deployer for another. Check each tool and each use separately.

What Article 50 asks

Art. 50(1) — provider	AI systems that interact directly with people must be designed so that people are informed they are interacting with an AI system, unless this is obvious to a reasonably well-informed, observant and circumspect person.
Art. 50(2) — provider	Outputs of AI systems generating synthetic audio, image, video or text must be marked in a machine-readable format and be detectable as artificially generated or manipulated. Solutions must be effective, interoperable, robust and reliable as far as technically feasible. Does not apply where the system performs an assistive function for standard editing or does not substantially alter the input data or its semantics.
Art. 50(3) — deployer	Deployers of emotion recognition or biometric categorisation systems must inform the people exposed (not covered by this kit's worked example).
Art. 50(4) — deployer, deep fakes	Deployers of a system that generates or manipulates image, audio or video content constituting a deep fake must disclose that the content has been artificially generated or manipulated. Deep fake (Art. 3(60)): AI-generated or manipulated image, audio or video content that resembles existing persons, objects, places, entities or events and would falsely appear to a person to be authentic or truthful.
Art. 50(4) — artistic exception	Where the content forms part of an evidently artistic, creative, satirical, fictional or analogous work or programme, the obligation is limited to disclosing the existence of such generated or manipulated content in an appropriate manner that does not hamper the display or enjoyment of the work.
Art. 50(4) — text on matters of public interest	Deployers that generate or manipulate text published with the purpose of informing the public on matters of public interest must disclose it. This does not apply where the AI-generated content has undergone a process of human review or editorial control and a natural or legal person holds editorial responsibility for the publication.
Art. 50(5) — how	The information must be given in a clear and distinguishable manner at the latest at the time of the first interaction or exposure, and must conform to the applicable accessibility requirements.

Dates

2 August 2026	Article 50 applies (Art. 113 of Regulation (EU) 2024/1689).
2 December 2026	Providers of AI systems generating synthetic audio, image, video or text that were placed on the market before 2 August 2026 must comply with Art. 50(2) by this date — transitional period added by the Digital Omnibus on AI, Regulation (EU) 2026/1744 (in force 27 July 2026), as Art. 111(4). The sources consulted describe this transitional period for Art. 50(2) only.

To do

- [ ] List every AI tool you use to make images, video, audio or text, and note for each whether you are provider or deployer.
- [ ] Ask each generator vendor (provider) how its outputs are marked (C2PA manifest, IPTC DigitalSourceType, watermark) and for which file formats.
- [ ] Test your own publishing chain (CMS, DAM, image optimiser, CDN, social scheduler): does the marking survive? (See the survival matrix in the worked example.)
- [ ] Where marking does not survive, re-sign renditions with a C2PA-aware step, or keep the marked master and link to it.
- [ ] Deep fakes: add a visible label on or next to the content, plus a caption/alt-text disclosure for screen-reader users.
- [ ] Check label contrast (at least 4.5:1 for text) and that the label is still readable at the smallest size you publish.
- [ ] Artistic / satirical / fictional work: disclose the existence of AI content in credits, caption or description without hampering the work.
- [ ] Public-interest text: either disclose, or document the human review and name who holds editorial responsibility.
- [ ] Chatbots: show the AI notice before or at the first message.
- [ ] Follow the Commission's code of practice and guidance under Art. 50(7), which may refine what counts as adequate marking and labelling.

2 · Disclosure lines and HTML snippets

Use the short label as a visible badge on or next to the content; use the long line in the caption, description, credits, transcript or the first chat message. For screen-reader users, put the disclosure in the `alt` text or a caption that the media element references with `aria-describedby`, and set the `lang` attribute for the language used.

Image — fully AI-generated · Görsel — tamamen yapay zekâ ile üretilmiş · Bild — vollständig KI-generiert

Language	Short label	Long disclosure
Türkçe	**Yapay zekâ ile oluşturuldu**	Bu görsel bir yapay zekâ sistemiyle oluşturulmuştur; gerçek bir sahneyi göstermez.
English	**Created with AI**	This image was generated with an AI system. It does not show a real scene.
Deutsch	**Mit KI erzeugt**	Dieses Bild wurde mit einem KI-System erzeugt und zeigt keine reale Szene.

HTML snippet

```
<figure class="ai-media">
  <img src="landscape.webp" width="1200" height="800"
       alt="AI-generated image: mountain lake at sunset."
       aria-describedby="ai-note-1">
  <figcaption id="ai-note-1">
    <span class="ai-badge" lang="en">Created with AI</span>
    This image was generated with an AI system. It does not show a real scene.
  </figcaption>
</figure>
```

Image — real photo edited with AI · Görsel — yapay zekâ ile düzenlenmiş gerçek fotoğraf · Bild — echtes Foto, mit KI bearbeitet

Language	Short label	Long disclosure
Türkçe	**Yapay zekâ ile düzenlendi**	Bu fotoğraf yapay zekâ ile düzenlenmiştir: [ne değiştirildi]. Orijinal fotoğraf: [kaynak].
English	**Edited with AI**	This photo was edited with AI: [what was changed]. Original photo: [source].
Deutsch	**Mit KI bearbeitet**	Dieses Foto wurde mit KI bearbeitet: [was geändert wurde]. Originalfoto: [Quelle].

HTML snippet

```
<figure class="ai-media">
  <img src="portrait.jpg" width="1024" height="1024"
       alt="Portrait of an astronaut in an orange suit; a planet was added with AI."
       aria-describedby="ai-note-2">
  <figcaption id="ai-note-2">
    <span class="ai-badge" lang="en">Edited with AI</span>
    This photo was edited with AI: a planet was added top left. Original photo: NASA.
  </figcaption>
</figure>
```

Video · Video · Video

Language	Short label	Long disclosure
Türkçe	**Yapay zekâ ile üretilmiş video**	Bu video yapay zekâ ile üretilmiş veya değiştirilmiş sahneler içerir. Gösterilen kişiler, sesler veya olaylar gerçek olmayabilir.
English	**AI-generated video**	This video contains scenes generated or altered with AI. People, voices or events shown may not be real.
Deutsch	**KI-generiertes Video**	Dieses Video enthält mit KI erzeugte oder veränderte Szenen. Gezeigte Personen, Stimmen oder Ereignisse sind möglicherweise nicht echt.

HTML snippet

```
<figure class="ai-media">
  <video controls preload="metadata" aria-describedby="ai-note-3">
    <source src="clip.mp4" type="video/mp4">
    <track kind="captions" src="clip.en.vtt" srclang="en" label="English" default>
  </video>
  <figcaption id="ai-note-3">
    <span class="ai-badge" lang="en">AI-generated video</span>
    This video contains scenes generated or altered with AI.
  </figcaption>
</figure>
<!-- also: on-screen text in the first seconds and a persistent corner badge;
     first caption cue in clip.en.vtt: "[AI-generated video]" -->
```

Audio / voice · Ses / seslendirme · Audio / Stimme

Language	Short label	Long disclosure
Türkçe	**Yapay zekâ ile üretilmiş ses**	Bu kayıttaki ses yapay zekâ ile üretilmiştir; gerçek bir kişinin konuşması değildir.
English	**AI-generated voice**	The voice in this recording was generated with AI. It is not a recording of a real person speaking.
Deutsch	**KI-generierte Stimme**	Die Stimme in dieser Aufnahme wurde mit KI erzeugt. Es spricht keine reale Person.

HTML snippet

```
<figure class="ai-media">
  <audio controls preload="metadata" aria-describedby="ai-note-4" src="episode.mp3"></audio>
  <figcaption id="ai-note-4">
    <span class="ai-badge" lang="en">AI-generated voice</span>
    The voice in this recording was generated with AI.
  </figcaption>
</figure>
<!-- also: a spoken disclosure at the start of the audio and in the transcript -->
```

Text on matters of public interest · Kamuoyunu ilgilendiren konularda metin · Text zu Themen von öffentlichem Interesse

Language	Short label	Long disclosure
Türkçe	**Yapay zekâ ile üretilmiş metin**	Bu metin bir yapay zekâ sistemiyle üretilmiştir ve yayımlanmadan önce editoryal sorumluluk altında bir insan tarafından denetlenmemiştir.
English	**AI-generated text**	This text was generated with an AI system and was not reviewed by a person under editorial responsibility before publication.
Deutsch	**KI-generierter Text**	Dieser Text wurde mit einem KI-System erzeugt und vor der Veröffentlichung nicht von einem Menschen unter redaktioneller Verantwortung geprüft.

Optional line when the editorial-review exception applies

Türkçe	Yapay zekâ desteğiyle hazırlandı; editörlerimiz tarafından kontrol edildi. Editoryal sorumluluk: [ad / kurum].
English	Prepared with AI assistance and checked by our editors. Editorial responsibility: [name / organisation].
Deutsch	Mit KI-Unterstützung erstellt und von unserer Redaktion geprüft. Redaktionell verantwortlich: [Name / Organisation].

HTML snippet

```
<article>
  <p class="ai-disclosure" role="note" lang="en">
    <span class="ai-badge">AI-generated text</span>
    This text was generated with an AI system and was not reviewed by a person
    under editorial responsibility before publication.
  </p>
  <!-- article body -->
</article>
```

Chatbot / assistant · Sohbet botu / asistan · Chatbot / Assistent

Language	Short label	Long disclosure
Türkçe	**Bir yapay zekâ asistanıyla yazışıyorsunuz.**	Şu anda bir insanla değil, otomatik bir yapay zekâ asistanıyla yazışıyorsunuz. Yanıtlar hatalı olabilir. Bir çalışanımıza ulaşmak için: [iletişim].
English	**You are chatting with an AI assistant.**	You are chatting with an automated AI assistant, not a person. Answers can be wrong. To reach a member of our team: [contact].
Deutsch	**Sie chatten mit einem KI-Assistenten.**	Sie chatten mit einem automatisierten KI-Assistenten, nicht mit einem Menschen. Antworten können fehlerhaft sein. Zu unserem Team: [Kontakt].

HTML snippet

```
<section class="chat" aria-label="Chat">
  <p class="ai-disclosure" role="status" lang="en">
    You are chatting with an automated AI assistant, not a person.
    Answers can be wrong. <a href="/contact">Reach our team</a>.
  </p>
  <div class="chat-log" role="log" aria-live="polite"><!-- messages --></div>
</section>
```

Evidently artistic, satirical or fictional work · Açıkça sanatsal, hiciv veya kurgusal eser · Offensichtlich künstlerisches, satirisches oder fiktionales Werk

Language	Short label	Long disclosure
Türkçe	**Yapay zekâ ile üretilmiş içerik barındırır**	Bu eser (hiciv / kurgu) yapay zekâ ile üretilmiş veya değiştirilmiş görüntü ve sesler içerir. (Künyede, açıklamada veya jenerikte; eserin gösterimini engellemeyecek biçimde.)
English	**Contains AI-generated content**	This work (satire / fiction) contains images or sound generated or altered with AI. (In the credits, caption or description, placed so it does not hamper the display or enjoyment of the work.)
Deutsch	**Enthält KI-generierte Inhalte**	Dieses Werk (Satire / Fiktion) enthält mit KI erzeugte oder veränderte Bilder oder Töne. (Im Abspann, in der Bildunterschrift oder Beschreibung, so platziert, dass die Darstellung oder der Genuss des Werks nicht beeinträchtigt wird.)

HTML snippet

```
<p class="credits" lang="en">
  Satire. Contains images and sound generated or altered with AI.
</p>
```

Badge CSS (contrast measured 17.74:1)

```
.ai-badge {
  display: inline-block;
  font: 700 0.875rem/1.2 system-ui, sans-serif;
  color: #ffffff;              /* 17.74:1 on #111827 (measured) */
  background: #111827;
  border: 1px solid rgba(255,255,255,.8);
  border-radius: .4em;
  padding: .3em .6em;
}
```

Machine-readable marking (for reference)

IPTC / XMP	`Iptc4xmpExt:DigitalSourceType` = `http://cv.iptc.org/newscodes/digitalsourcetype/trainedAlgorithmicMedia` (fully generated) or `…/compositeWithTrainedAlgorithmicMedia` (real content combined with generated elements).
C2PA	Manifest with a `c2pa.actions` assertion; the `c2pa.created` or `c2pa.edited` action carries the same `digitalSourceType` URI; signed with a certificate.

Sources

- Regulation (EU) 2024/1689 (AI Act), Article 50 — text as shown by the AI Act Explorer: https://artificialintelligenceact.eu/article/50/
- Regulation (EU) 2024/1689 on EUR-Lex: https://eur-lex.europa.eu/eli/reg/2024/1689/oj
- Digital Omnibus on AI, Regulation (EU) 2026/1744 — AI Act Explorer overview (Art. 111(4)): https://artificialintelligenceact.eu/ai-act-explorer/digital-omnibus/
- Cuatrecasas: 'Digital Omnibus on AI has been published': https://www.cuatrecasas.com/en/global/intellectual-property/art/digital-omnibus-ai-has-been-published
- IPTC Digital Source Type vocabulary: https://cv.iptc.org/newscodes/digitalsourcetype/