



From 2nd August 2026, the EU AI Act transparency rules are enforced.

Limited Risk / Transparency Risk (Article 50)

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| 1 | Enforced from 2nd Aug 2026 | The rules apply from 2 August 2026 for new products and services . Generative AI systems already on the market before that date have until 2 December 2026 to meet the requirement. |
| 2 | Applies in four scenarios | <ol style="list-style-type: none">1. When AI interacts directly with people2. When AI generates synthetic content3. When AI is used for emotion recognition or biometric categorisation4. When AI creates deepfakes or text published on matters of public interest |
| 3 | Applies to services operating in the EU | Rules (and potential fines) apply to any business whose AI output touches EU residents, regardless of where the company is based. |

Applies to **Providers** and **Deployers***

Providers of AI chatbots

Virtual assistants and other systems intended to interact with people must inform users they are interacting with AI.

Providers of generative AI systems

Systems that create text, images, audio, video must mark outputs in a machine-readable format and ensure they are detectable as artificially generated or manipulated.

Deployers of emotion recognition or biometric categorisation

Deployers of emotion recognition or biometric categorisation systems must inform exposed individuals.

Deployers using AI to create deepfakes

Deepfake content must be labelled as artificially generated or manipulated. This also applies to publishing AI-generated text used for matters of public interest.

Need to know

*Most SME's are *deployers*, meaning they now need to inform users when they interact with an AI chatbot, ensure AI-generated media is labelled, and provide training to employees who use AI tools.