

AI Act Transparency Checklist

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EU compliance for merchants

Article 50 transparency duties for online shops

Chatbots and virtual assistants

- Identify every chatbot or conversational agent used on the shop.
- Inform users that they are interacting with an AI system, unless it is obvious.
- Provide this disclosure at the start of the interaction.
- Keep the disclosure clear and easy to understand.

AI-generated images and media

- Identify product images, banners and other media generated or manipulated by AI.
- Label AI-generated or AI-manipulated image, audio and video content as artificially generated.
- Ensure the marking is machine-readable where required.
- Apply labelling consistently across marketing and product pages.

AI-generated text

- Identify text published to inform the public that has been AI-generated.
- Disclose that such text is artificially generated where required.
- Apply appropriate human review before publishing.

Deep fakes

- Identify any content that constitutes a deep fake.
- Clearly disclose that the content has been artificially generated or manipulated.
- Make the disclosure visible to the audience.

Governance

- Maintain a register of AI systems and AI-generated content used across the shop.
- Assign an owner for AI transparency obligations.

Review new AI features against Article 50 before launch.

These duties arise under Article 50 of the AI Act (EU) 2024/1689. This checklist addresses transparency and does not cover all AI Act obligations.

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