

# AI Content Labelling Checklist

PrestaShopCompliance.com  
EU compliance for merchants

Disclose AI use across chat, images, audio, video and text

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## Transparency obligations under the AI Act

Article 50 of the AI Act (Reg 2024/1689) introduces transparency duties: people should know when they are dealing with AI or looking at AI-generated content. For an online store, that touches customer-service bots, generated product imagery and marketing copy. This checklist helps you cover each surface.

General guidance only, not legal advice. Detailed technical standards for marking content are still developing.

## Chatbots and AI assistants

Users must be told when they are talking to a machine rather than a person.

- Disclose clearly that a chatbot or assistant is AI, not a human agent.
- Make the disclosure visible at the start of the interaction.
- Offer a route to a human where the context reasonably calls for it.
- Avoid designing the bot to imply it is a real person.

## AI-generated images

Synthetic or manipulated imagery should be identifiable.

- Mark AI-generated product or lifestyle images as artificially generated.
- Do not present AI-generated imagery as genuine photographs of the actual item.
- Apply machine-readable marking where your tools support it.

## AI-generated audio and video

Synthetic audio and video carry the same transparency expectations.

- Disclose when audio in adverts or guides is AI-generated.
- Label AI-generated or AI-edited video content.

- Make the label perceptible to the viewer or listener, not buried in metadata alone.
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## **AI-generated text**

Published text produced by AI on matters of public interest needs disclosure.

- Disclose AI-generated text where it informs the public on relevant matters.
  - Review AI-generated copy for accuracy before publishing.
  - Keep a human accountable for the content you publish.
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## **Deep fakes**

Deep fakes have a specific disclosure duty.

- Disclose any deep-fake image, audio or video that depicts real people or events.
  - Make the disclosure clear and prominent to the audience.
  - Avoid deep fakes that could mislead customers about a product or endorsement.
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## **Governance**

Consistent labelling needs a process behind it.

- Keep an inventory of where AI generates content across your store.
  - Set a standard label and wording used consistently everywhere.
  - Review disclosures as your AI tools and the guidance evolve.
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