

AI TRANSPARENCY KIT – IMPLEMENTATION RECORD

Sample kit

Prepared for	Esempio Illustrativo S.r.l. (fictional)
What this is	A sample. No such business exists and no client is described here.
Basis	The 60-second check, answers YNYNNYY – reopen at disclosure.eu/check/?a=YNYNYY
Scope	Transparency duties of Article 50, Regulation (EU) 2024/1689 only
Law as of	2026-08-20 – changes are logged at disclosure.eu/changelog/

A ten-person homeware shop in Bologna with a website chat assistant and AI-generated product photography. Invented for this sample.

What this sample shows

- The exact structure of the document a customer receives, section for section.
- The duties that this fictional business's answers produce, with every citation in full.
- One paragraph of the disclosure page text, one content label, one checklist item – enough to judge the writing.

What this sample does not show

- The rest of the disclosure page text, the install snippets and the full checklists. Those are the paid deliverable, and they are removed from this file – not hidden behind a blur.
- A compliance opinion. This document records what was implemented; it does not certify anything.

Disclosure is a technical implementation tool, not legal advice. For legal certainty consult a qualified lawyer.

SECTION 1

Duties that apply, per the answers given

Generated by the same check the site runs for free. Citations refer to Regulation (EU) 2024/1689 as amended by Regulation (EU) 2026/1744.

Art. 50(1)**People must be told they're talking to AI.**

The law says: People interacting with an AI system must be informed they're interacting with AI, unless it's obvious to a reasonably well-informed person. The information must come at the latest at the first interaction, in a clear way (Art. 50(1), 50(5)).

For you: Formally, Art. 50(1) puts this design duty on the chatbot's provider — but you're the face the customer sees, so you'll want the notice visible regardless: before or as the conversation starts, on every channel it runs (site, WhatsApp, phone greeting).

The kit does: The hosted disclosure widget (site), ready-made disclosure lines for WhatsApp/phone greetings, and the wording for your transparency page.

Art. 50(2)**Your AI content must carry machine-readable marks — the rules apply now.**

The law says: Providers of AI systems that generate synthetic audio, image, video or text must ensure outputs are marked machine-readably as AI-generated (Art. 50(2)). Machine-readable marking applies since 2 August 2026; tools already on the market before that date have a transitional period until 2 December 2026 (Reg. (EU) 2026/1744, the 'Digital Omnibus').

For you: Honest note: the marking duty sits primarily with your AI tool's provider — not you. But you choose the tools, you publish the output, and visible-labeling duties can be yours directly (see other cards).

The kit does: A checklist of what to verify in your AI tools, visible-label snippets, and metadata guidance (how to keep — not strip — marks when editing and uploading).

SECTION 2

Install the disclosure widget

One script tag, pasted before the closing `</body>` tag. Platform notes for Shopify, WordPress, Wix and Squarespace sit beside it in the full kit. Install time is about two minutes.

YOUR PERSONALISED SCRIPT TAG – IN THE FULL KIT

The widget itself is not a screenshot in this sample. It runs live, in all 24 official EU languages, at disclosure.eu/widget-demo/ – and on every page of disclosure.eu, because we run it on ourselves.

The notice your visitors read

You are chatting with an AI assistant, not a human.

Section 3 · Channel disclosure lines

Article 50(1) applies wherever the assistant talks, not only on the website. The kit writes the greeting for each channel; the sample shows the opening words only.

WhatsApp /	Hi! I'm the AI assistant of ...
Messenger	
Phone / voice	You are speaking with the AI ...

FULL CHANNEL GREETINGS – IN THE FULL KIT

SECTION 4

AI Transparency at Eempio Illustrativo S.r.l.

Paste as a page (suggested URL /ai-transparency) and link it in the footer. Paragraph one is shown in full; the remaining three paragraphs are part of the paid kit and are not included in this file.

At Eempio Illustrativo S.r.l. we use artificial intelligence in parts of how we serve you. This page explains where, and what that means – as required by the EU AI Act (Regulation (EU) 2024/1689, Article 50).

PARAGRAPH 2 OF 4 – WHERE AND HOW THE AI ASSISTANT IS DISCLOSED

PARAGRAPH 3 OF 4 – LABELLING AND MACHINE-READABLE MARKS

PARAGRAPH 4 OF 4 – HUMAN RESPONSIBILITY AND HOW TO REACH A PERSON

Written in the customer's language, in all 24 official EU languages. English, Italian and Romanian are written and reviewed by the operator; the other 21 are AI-translated from the English master and labelled as such – we do not advertise them as human-reviewed.

SECTION 5

Content labels and machine-readable marks

A visible label for anything published that AI made or edited, plus the badge snippet that renders it. One label is shown in full below; the rest ship with the kit.

AI-generated image

LABELS FOR VIDEO, AUDIO AND AI-ASSISTED TEXT

COPY-PASTE HTML/CSS BADGE SNIPPET

Metadata checklist — Article 50(2)

Marking applies since 2 August 2026; tools already on the market before that date have until 2 December 2026 (Reg. (EU) 2026/1744, the “Digital Omnibus”).

- Confirm each AI tool you use states that it embeds provenance marks — look for “C2PA”, “Content Credentials” or “AI metadata” in its documentation or settings.

THREE FURTHER CHECKS: EXPORT FORMATS, CMS METADATA STRIPPING, KEEPING ORIGINALS

Honest note, and it is in the customer’s kit too: the marking duty in Art. 50(2) sits primarily with the provider of the AI tool, not with the business using it. What a business controls is which tools it chooses and whether its own pipeline strips the marks.

END OF SAMPLE

What the full kit contains

- The hosted disclosure widget, kept up to date centrally, with your install snippet.
- Your full AI transparency page text, personalised from your own check answers.
- The labelling pack: visible labels for image, video, audio and text, plus the badge snippet.
- The metadata checklist in full, and the editorial checklist where AI-written public-interest text applies.
- This record, generated for your business rather than for a fictional one.

The line we do not cross

No compliance certificate, no legal opinion, no invented customer. This document records transparency measures described in Article 50 of Regulation (EU) 2024/1689 and implemented by the business named on page one — which, in this file, does not exist.

Disclosura is a technical implementation tool, not legal advice. For legal certainty consult a qualified lawyer.

Law as of 2026-08-20 — see disclosura.eu/changelog/ · Operated pre-launch by Leonardo Irimia · contact@disclosura.eu