

Transparency obligations under Article 50

SECONDARY

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Assessment. A reading copy of the Article 50 text. Secondary rather than primary: the authoritative text is Regulation (EU) 2024/1689 in the Official Journal. Used for the allocation of duties between provider and deployer.

Claims drawn from this source. CLAIM-2026-09-30-06, CLAIM-2026-09-30-07, CLAIM-2026-09-30-08

Article 50, Transparency obligations for providers and deployers of certain AI systems. Regulation (EU) 2024/1689.

Paragraph 1 - duty on PROVIDERS. Providers shall ensure that AI systems intended to interact directly with natural persons are designed and developed in such a way that the natural persons concerned are informed that they are interacting with an AI system, "unless this is obvious from the point of view of a natural person who is reasonably well-informed, observant and circumspect, taking into account the circumstances and the context of use". Exception for systems authorised by law to detect, prevent, investigate or prosecute criminal offences, subject to safeguards, unless the system is available to the public for reporting a criminal offence.

Paragraph 2 - duty on PROVIDERS. Providers of AI systems, including general-purpose AI systems, generating synthetic audio, image, video or text content shall ensure the outputs are "marked in a machine-readable format and detectable as artificially generated or manipulated". Providers shall ensure their technical solutions are "effective, interoperable, robust and reliable as far as this is technically feasible". Exceptions: where the systems perform an assistive function for standard editing or do not substantially alter the input data, and for law-enforcement authorisation.

Paragraph 4 - duty on DEPLOYERS. Deployers of an AI system that generates or manipulates image, audio or video content constituting a deep fake shall disclose that the content has been artificially generated or manipulated. Where the content forms part of an evidently artistic, creative, satirical, fictional or analogous work, the transparency 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". Deployers of an AI system that generates or manipulates text published to inform the public on matters of public interest shall disclose that the text has been artificially generated or manipulated, except where the content has undergone human review or editorial control and a natural or legal person holds editorial responsibility.

Paragraph 5 - timing. The information referred to in paragraphs 1 to 4 shall be provided to the natural persons concerned "in a clear and distinguishable manner at the latest at the time of the first interaction or exposure", and shall conform to the applicable accessibility requirements.