

# EU Artificial Intelligence Act

## Awareness & Transition Guide

Regulation (EU) 2024/1689 · Article 50 transparency obligations

### TrustOriginality positioning

We are not a government-approved detector – we provide detection, labelling and audit-trail infrastructure supporting provider and deployer Article 50 due diligence.

This guide summarises EU AI transparency rules and how to plan your transition with TrustOriginality products. Prepared for media, e-commerce, education, fintech and public sector teams.

#### 2 Aug 2026

New generative AI systems – machine-readable marking and detectable outputs

#### 2 Dec 2026

Existing systems – transition period ends

*Audience: compliance, legal, trust & safety, editorial and product teams.*

## Article 50 – What changes?

Article 50 aims to make AI-generated and manipulated content detectable and appropriately disclosed, especially in public-facing text, image, audio and video.

Date	Obligation
2 Aug 2026	New generative AI: outputs must be machine-readable marked; AI origin detectable.
2 Dec 2026	Transition ends for systems already on the market.

### Practical expectations

- Machine-readable labelling of AI outputs (JSON-LD, metadata, watermarks)
- Disclosure of deepfakes and synthetic media to readers/users
- Audit evidence: who checked what, when, with which tooling
- Code of Practice (June 2026) voluntary reference – C2PA as example technical path

*TrustOriginality is not a certifying authority. Outputs are probabilistic forensic signals; final legal decisions require human review and counsel.*

## Who must do what?

Obligations depend on your role. Most customers are deployers publishing or moderating content.

### Provider (generative AI)

- Machine-readable marking of outputs
- Document effectiveness of detection measures
- Evaluate Code of Practice signatory process

### Deployer (publisher / platform)

- Detect AI content before publication
- Add reader-facing transparency notices
- Retain audit CSV/PDF and label archive

## Related regulation and product mapping

Regulation	For you	TrustOriginality
GDPR	Data minimisation, retention, DPIA	Text hash, deletion API, DPA template
DSA	Platform transparency reports	DSA JSON export, audit bundle
C2PA	Provenance standard (tech-neutral)	Provenance registry, Verify Suite
Annex III	High-risk use limits	Acceptable Use Policy

## Transition with our products

The table links common Article 50 needs to TrustOriginality modules. Full catalog: [trustoriginality.ai/Home/Products](https://trustoriginality.ai/Home/Products)

Need	Product / module	Outcome
Text/image/audio/video AI detection	Detection API + Panel	Score, evidence, PDF certificate
Machine-readable marking	JSON-LD compliance labels	Art. 50 label export
Pre-publish screening	WordPress/Drupal publish gate	Auto analyse + disclosure
Provenance cross-check	C2PA + Verify Suite	Manifest vs forensic flags
Monthly audit report	Compliance dashboard	CSV, PDF, email
Evidence package	Activity Log evidence ZIP	Signed manifest, HMAC
Education / LMS integrity	LTI Integrity module	Submission screening
KYC / insurance verify	Composite verify API	Multi-artifact risk score

### EU Compliance Pack (€449/mo)

Dashboard, bulk label export, audit bundle, vertical templates, readiness checklist and monthly PDF in one pack. Combine with Starter plans for API analysis.

Dashboard

JSON-LD

CSV/PDF

DSA export

Readiness

CMS gate

## Recommended transition plan

Steps below form a 0–180 day roadmap for most organisations.

### Phase A – 0–90 days (foundation)

1. Role classification: provider or deployer? Confirm with counsel.
2. Content inventory: which modalities carry AI risk?
3. Pilot analysis in panel + sample PDF certificate.
4. Test compliance dashboard and JSON-LD export.
5. Adapt DPIA and DPA templates to your scenario.
6. Track readiness checklist in the panel.

### Phase B – 90–180 days (scale)

7. Automate pre-publish screening via CMS or API.
8. Enable monthly compliance PDF email.
9. Add DSA transparency JSON to reporting period.
10. Evaluate Code of Practice signatory process with legal.
11. Publish benchmark transparency and internal thresholds.

#### Panel: Compliance Readiness

14-item checklist with auto-detected steps and manual legal tasks – progress percentage tracked.

[panel.trustoriginality.ai/Compliance/Readiness](https://panel.trustoriginality.ai/Compliance/Readiness)

## Resources and next steps

- **Compliance guide (web)**  
[trustoriginality.ai/Home/Compliance](https://trustoriginality.ai/Home/Compliance)
- **Technical documentation**  
[trustoriginality.ai/Home/TechnicalDocumentation](https://trustoriginality.ai/Home/TechnicalDocumentation)
- **Pricing – EU Compliance Pack**  
[trustoriginality.ai/Home/Pricing](https://trustoriginality.ai/Home/Pricing)
- **Developer API**  
[trustoriginality.ai/Home/Developers](https://trustoriginality.ai/Home/Developers)
- **EC AI Act**  
[digital-strategy.ec.europa.eu/en/policies/regulatory-framework-ai](https://digital-strategy.ec.europa.eu/en/policies/regulatory-framework-ai)

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### Legal notice

*This guide is for information only; it is not legal advice. TrustOriginality.ai provides detection and documentation tooling; there is no EU or national list of 'approved' AI detectors. Scores are probabilistic; false positives and false negatives occur. Sole automated Annex III high-risk decisions are prohibited.*

### TrustOriginality.ai

Quick Check: €4.99/mo · 1 analysis · [panel.trustoriginality.ai](https://panel.trustoriginality.ai)

[trustoriginality.ai/Home/Compliance](https://trustoriginality.ai/Home/Compliance) · [panel.trustoriginality.ai](https://panel.trustoriginality.ai)