

ONE PAGE GUIDE

The EU AI Act for Agencies.

Keep client stores, sites, and campaigns compliant under the EU AI Act. Add clear AI labels at first exposure.

KEY DATE

02.08. 2026

Deployer duties begin

WHAT YOU NEED TO KNOW ABOUT THE EU AI ACT

Under the new **EU AI Act**, any AI-generated or manipulated content that looks real (deepfakes, photorealistic images, etc.) must be clearly labeled.

Your role: The law distinguishes between AI **Providers** (the tools making the content, like Midjourney or Firefly) and AI **Deployers** (the merchants or agencies publishing the content under their brand). As a deployer, you are responsible for ensuring the audience knows the content is AI-generated.

The rule: You must provide a clear, easy-to-read disclosure the very first time a user sees the content. Simply relying on the AI tool's hidden metadata or invisible watermarks is not enough — the disclosure must be visibly obvious to the human eye.

4 most important things to tell the client

When explaining this to merchants or internal teams, keep these four rules in mind:

1. The brand or store publishing the material is usually the **deployer** (and holds the legal responsibility).
2. The agency is the deployer for its own portfolio, case studies, and newsletter.
3. The notice must be **visible on or next to the image** at the user's first exposure.
4. Backend data (like Metadata, C2PA, and provider marks) do **not** replace a visible label.

How to Apply AI Labels by Channel

Depending on where the content lives, the way you apply the disclosure changes. Here is your quick guide:

CHANNEL	LABEL TYPE	PLACEMENT
WEB (Store / site)	Overlay	on the product photo
EMAIL	Burned-in	in the hero
AD (Social / ads)	Burned-in	in the creative
PDF (PDF / deck)	Burned-in	on in-scope images

What to usually label?

WHAT IS IN THE SCOPE

Photorealistic AI scenes and renders, synthetic people, and material image changes that could mislead the viewer.

WHAT IS NOT IN THE SCOPE

Minor retouch, color, crop, and clearly stylized graphics. Confirm borderline cases with counsel.

LABEL STANDARD

Text-first

Legible

Accessible

Audience language

No hover / click / scroll as primary signal

Match the solution to the channel

EU AI Label

Shopify · WordPress · WooCommerce

Visible overlays, bulk tagging, Compliance Hub, and audit log.

Free €0 · from €7 / mo

AI Act Icon

Any website

Scans the site, classifies images, and deploys one badge script.

Free €0 · Starter €29 / mo

EU AI Icon

Email · social · marketplace · PDF

Burns a visible label directly into the image pixels.

10 downloads / day free · from €2

SANCTION RISK

up to €15M or 3% turnover

Ceiling for other AI Act obligations, including transparency duties. Application depends on facts and the authority.

PARTNER PROGRAM FOR AGENCIES

40% of client subscription revenue for 12 months.

Extend to 24 months after publishing a post about the solution.

Ready to brief a client or join as a partner?

Full toolkit at aiact.solutions — book a short partnership call to get started.

See the toolkit

Book a call →



FULL TOOLKIT & CONTACT

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Not a legal advice. Confirm obligations for your specific case with counsel.