

AI ACT · COMPLIANCE BRIEFING

EU AI Act: What Now Applies to Your Website & Advertising

A concise overview and practical guide to the obligations that executives, marketing managers, and businesses must observe from 2 August 2026 for their online presence, advertising materials, and use of AI tools.

As of: August 2026

Not a New Regulation – But a New Deadline

The EU AI Act has been in force since August 2024 and takes effect in stages. On **2 August 2026**, Article 50 becomes applicable – the part that directly affects most companies with a website, online marketing, or AI-powered tools: the transparency and labeling obligations for AI systems and AI-generated content.

This is no reason for panic – the requirements are manageable once you know where you stand as an operator. This guide sets out the key points.

This affects not only AI developers such as OpenAI or Google. Any company that **uses** AI tools – a chatbot, an AI image generator, a text assistant, a voice tool – generally qualifies as a **deployer** and is subject to its own obligations.

Timeline

Since Feb. 2025 already in force	Prohibition of certain AI practices (Art. 5) and the obligation to ensure AI literacy among staff (Art. 4).
2 Aug. 2026 new deadline	Transparency obligations under Art. 50 become binding: labeling of AI interaction and AI-generated content.
2 Dec. 2026 transition period	End of the grace period for technical labeling (e.g. watermarks/metadata) of already existing systems and content.
2027 – 2028 staggered	Further-reaching obligations for high-risk AI systems (incl. Annex III) follow on a staggered timeline.

In short: for most companies, 2 August 2026 does not mean new prohibitions – it means new transparency obligations when using AI.

The Four Areas Affecting Website & Advertising

Not every use of AI needs to be labeled – what matters is how it is used and what results from it. Four scenarios are relevant for website and marketing managers:

Area	What Applies	Typical Practical Examples
Chatbots & Voice Assistants	Users must be able to recognize that they are communicating with an AI system rather than a human.	Website chatbot, AI phone assistant, AI-powered support
AI-Generated Content	Text, image, audio, or video content that was wholly or partly generated by AI must be identifiable as such.	AI blog posts, AI product images, voice-overs, social media graphics
Deepfakes & Synthetic Media	Particularly strict labeling requirements for realistic-looking, manipulated image, video, or audio content.	AI testimonials, synthetic voices, manipulated product videos
Emotion Recognition & Biometric Categorization	Use must be disclosed where systems evaluate a person's emotions or biometric characteristics.	Emotion analysis in ad tracking, biometric analysis of user behavior

Fine framework: Violations of the transparency obligations can be sanctioned with fines of up to €15 million or 3% of global annual turnover. Where deficiencies are identified, companies typically have only 15 working days to take corrective action.

What Is Often Overlooked

The obligation is not tied to the creation date of a piece of content, but to its **publication after 2 August 2026**. Existing website copy, images, or chat widgets that remain online are therefore covered as well. In addition, management liability becomes personally relevant: a lack of AI literacy within the company can be treated as an organizational failure.

SELF-CHECK

5 Questions That Reveal Your Own Action Points

Answer the following questions for your website, your marketing, and your internal tools. As soon as a question is answered with "Yes," a closer review is worthwhile.

- ☐ Does a website visitor or customer come into contact with an AI system (chat, voice bot, automated advice)?
- ☐ Are texts, images, videos, or audio published on the website, in the newsletter, or on social media channels that were wholly or partly created with AI?
- ☐ Is it not recognizable to users, without a notice, that AI was involved?
- ☐ Are AI tools used without a clear definition of who in the company qualifies as a "deployer" under the AI Act?
- ☐ Is there currently no documented AI governance or training on AI literacy for staff?

Most companies answer at least one of these questions with "Yes." That does not mean something is currently wrong – it means a structured review of your website, advertising materials, and AI systems in use is worthwhile before the transition period ends in December.

What Handling This Properly Looks Like in Practice

Short term

Review labeling of AI content · add notices to chat and voice tools · clarify responsibility (provider/deployer) internally.

Medium term

Document AI use within the company · set up a governance process · build demonstrable AI literacy across the team.

WHERE TO GO FROM HERE

From Guide to Implementation

This guide shows which requirements generally apply. The next step is applying them to your company, your website, and your processes – and that is exactly where JEDAM DIGITAL provides support.

Compliance Audit – your website, content, and the AI tools you use are checked against GDPR, the German Accessibility Act (BFSG/EAA), and the EU AI Act, with clear prioritization instead of a checklist overload.

Labeling & Implementation – concrete text modules, notices, and technical solutions for chat widgets, AI content, and advertising materials.

Governance Foundation – a documented, traceable status that demonstrates the ability to act if needed.

JEDAM DIGITAL

AI & Media Consulting

Want to know which requirements are actually relevant for your company?

In a no-obligation initial conversation, we assess your current situation and show you the next sensible steps.

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This guide does not replace legal advice and is intended solely for initial orientation.

