



AI Labeling Scenario Cards



● **Label it**

● **Not necessary**

● **In doubt / special case**

1

AI used?

2

Published?

3

Looks real?

🌐 **WEB & SHOP**

● **LABEL IT**

AI lifestyle main image

Deceptively real → label on the image

Also: AI background, generated usage scene

● **NOT NECESSARY**

Cutout + color correction

Classic editing, substantive content unchanged

● **LABEL IT**

Model on sofa, AI background

Realistic usage scene

● **NOT NECESSARY**

Dimension sketch, icon set

Obviously graphic, no reference to reality

● **LABEL IT**

Before/after with AI

Wrinkles, smoothing, body shapes — alters authenticity

● **LABEL IT**

360° with AI additions

Missing angles generated

● **LABEL IT**

AR try-on / room placement

Synthetic overlay, looks real

● **LABEL IT**

AI voice-over in product video

Audio deepfake → label in the video

● **SPECIAL CASE**

Trust elements AI-faked

No AI Act obligation, but risky under competition law

● **LABEL IT**

AI chatbot on website

Recognizable at first interaction (unless obvious)

📣 **CAMPAIGN & SOCIAL**

● **LABEL IT**

Social post, realistic AI photo

Deepfake logic

● **NOT NECESSARY**

Illustration / comic / abstract

Obviously artificial

● **LABEL IT**

Video ad with AI narrator / virtual model

Audio + visual deepfake

● **LABEL IT**

Influencer content with AI person

Could be mistaken for a real person

● **NOT ENOUGH**

Caption / description as the only notice

Notice must be visible on the content!

● **NOT NECESSARY**

Pure product advertising, promo, sale

Not a matter of public interest — usually no obligation



PRINT & OFFLINE

● **LABEL IT**

Flyer/poster with AI photo

Deepfake logic applies offline too · label in the image area

● **NOT NECESSARY**

Illustration / 3D render, obviously artificial

No deceptive impression

● **LABEL IT**

Catalog: AI lifestyle scenes

Label in/near the image

● **LABEL IT**

Packaging: photorealistic AI motif

Label, tag, back

● **NOT NECESSARY**

Abstract pattern, icons, typography

Obviously not real

● **LABEL IT**

Synthetic testimonials / experts

Deceptively real person/opinion

● **ONLY IF REALISTIC**

Motifs on T-shirts, mugs

Photorealistic → Yes · Abstract/stylized → No

● **NOT NECESSARY**

Cartoon, comic, fictional scenes

Obviously artificial/fictional

PHONE & OTHER

● **LABEL IT**

AI calls / AI hotline

State clearly at the start of the call

● **NOT NECESSARY**

Human + AI helper tools

No AI voice in use

● **LABEL IT + RISK**

AI voice that sounds like a known person

+ check unfair-competition and personality-rights law

● **NOT NECESSARY**

Internal AI tools without publication

No Art. 50 obligation

● **CHECK**

Legacy content re-published / changed

Unchanged before 08/2026 → not required retroactively

● **LABEL IT**

AI text: politics, health, science

Exception: editorially responsible + reviewed

LABEL EXAMPLES

AI-generated image

AI GENERATED

AI MODIFIED

AI-generated voice

You are speaking with an AI assistant