



AI Labeling Decision Tree

The Decision Tree

Follow the paths from top to bottom



Examples for classification



Label it

AI lifestyle mockup · Virtual model · AI voice-over · AI background swap · Before/after with AI · AR try-on · AI chatbot



Not necessary

Cutout + color correction · Schematic graphics · Icons · pure ad copy · internal AI tools · legacy content before 08/2026 unchanged

By channel — the most important cases



Web & shop

- **YES:** AI lifestyle main image, usage scenes, AI-retouched review photos, 360° with AI additions, AR try-on
- **NO:** Cutouts, color correction, dimension sketches, real customer photos without AI



Campaign & social

- **YES:** Realistic AI images, video ads with AI voice/model, influencer content with AI person, chat ads
- **NO:** Illustrations, comics, pure product advertising, classic video editing without AI
- **NOTE:** Caption/description alone is not enough — notice must be on the content!



Print & offline

- **YES:** Flyer/poster with AI photo, catalog lifestyle scenes, packaging with photorealistic AI motif, synthetic testimonials
- **NO:** Illustrations, abstract patterns, icons, classically retouched product photos



Phone & interaction

- **YES:** AI calls, AI hotline — state clearly at the start
- **NO:** Human agent with AI helper tools (without an AI voice)

How to label

Web: Label on the image/video, videos at the start + repeat, EU icon optional **Print:** In/near the image, label/packaging/back

Wording: "AI-generated image" · "AI GENERATED" · "AI MODIFIED"

Important: Metadata alone is not enough · labeling does not replace a rights check