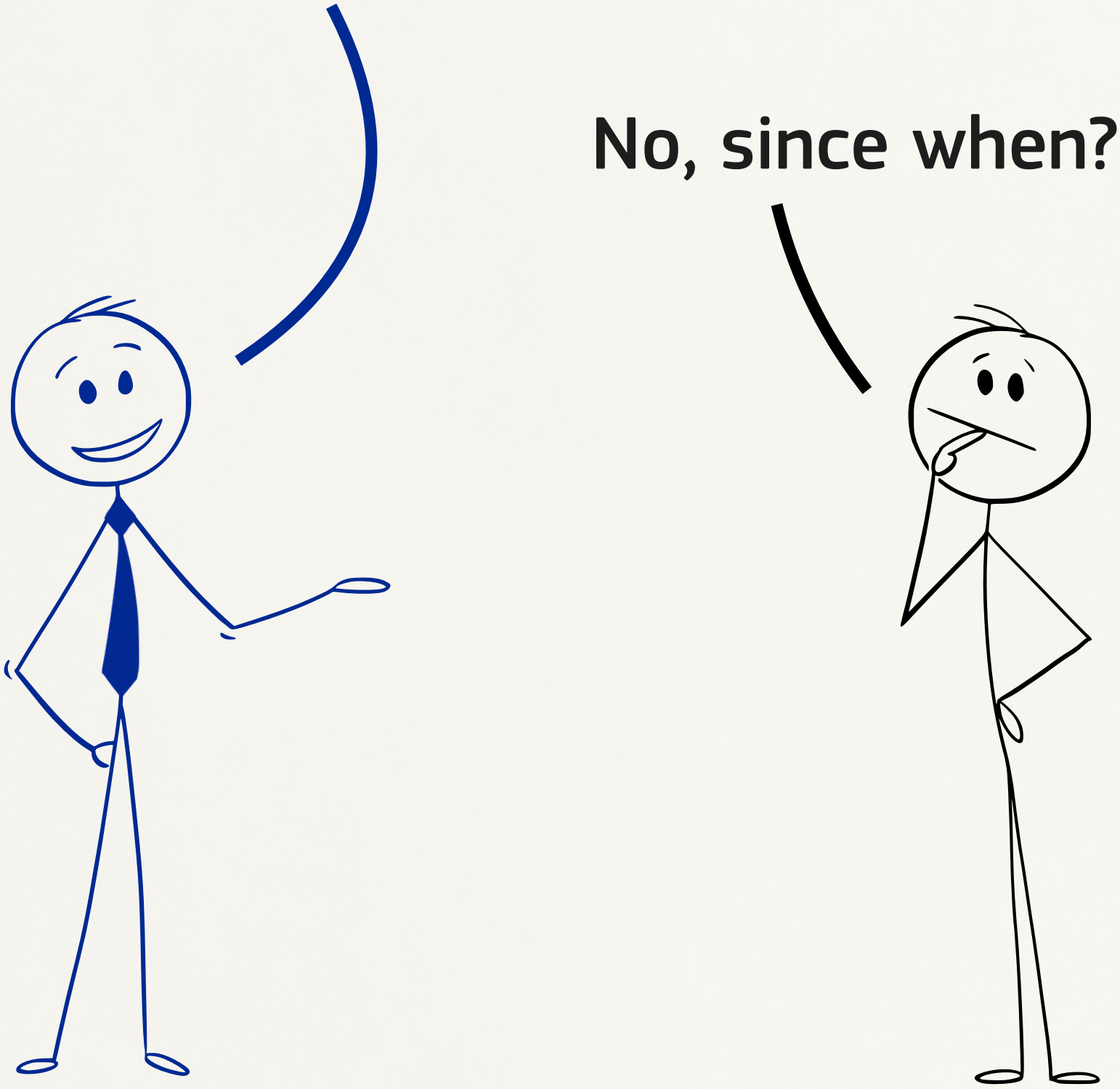
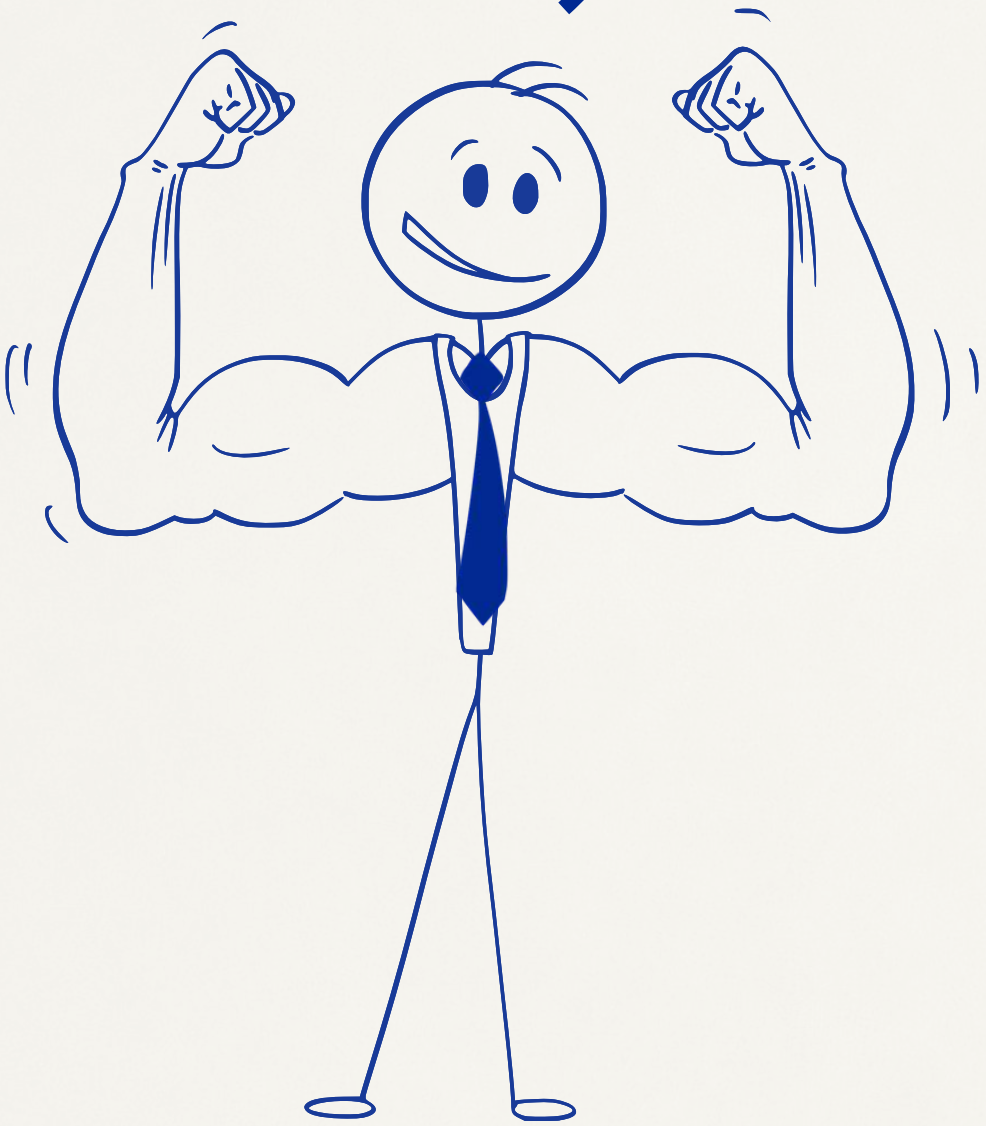
Hey, did you know deepfakes must carry a label now in the EU?

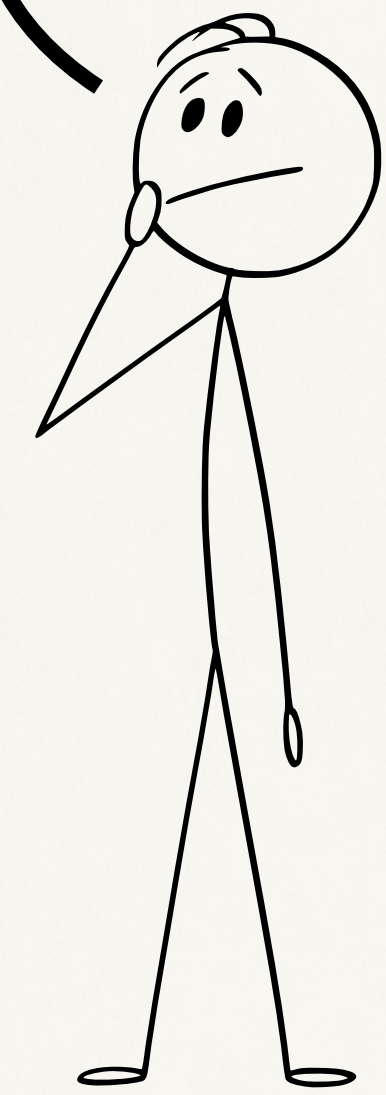
No, since when?



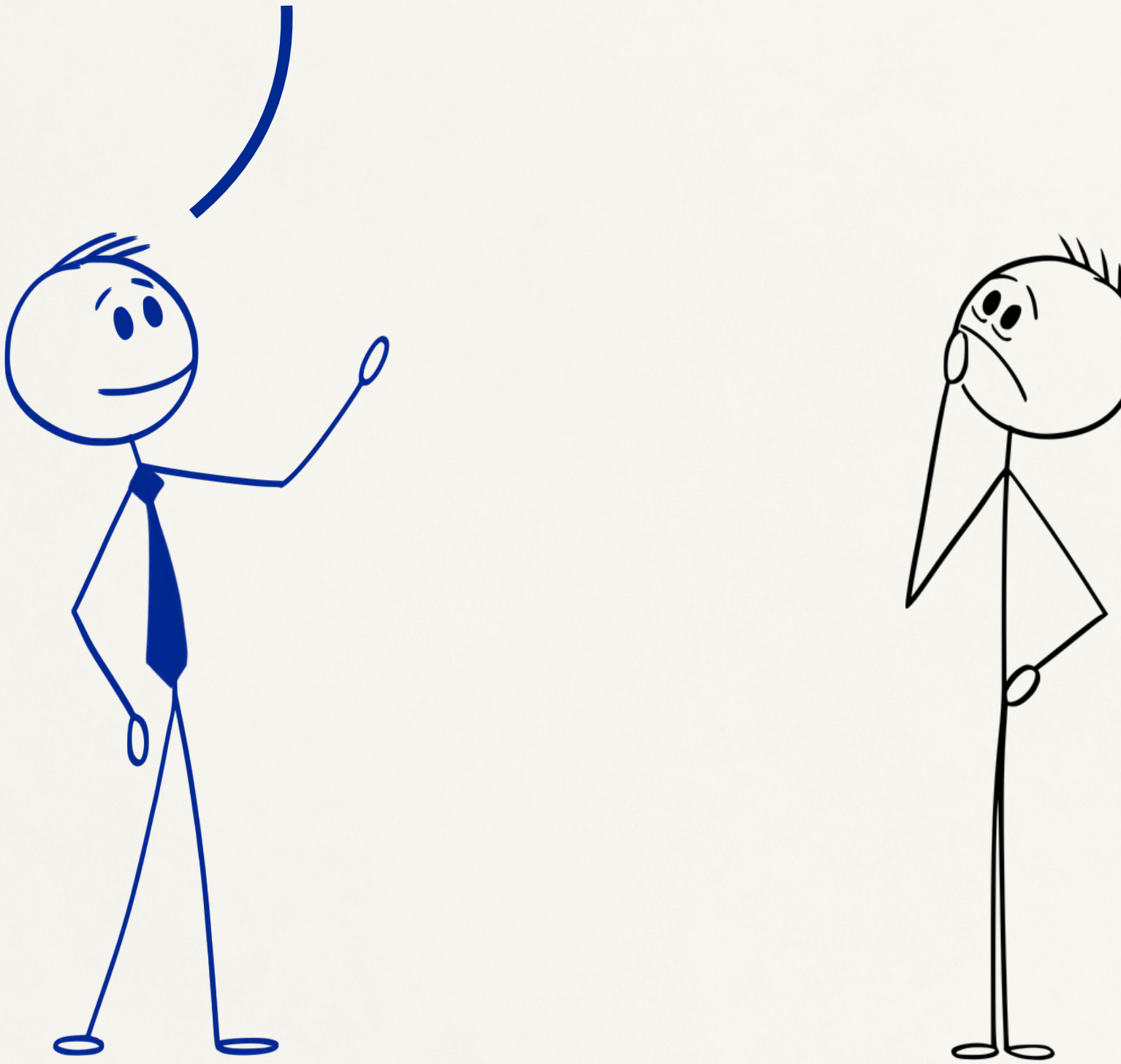
Since 2 August, as part of the AI Act's transparency rules.

How would I even recognise one?



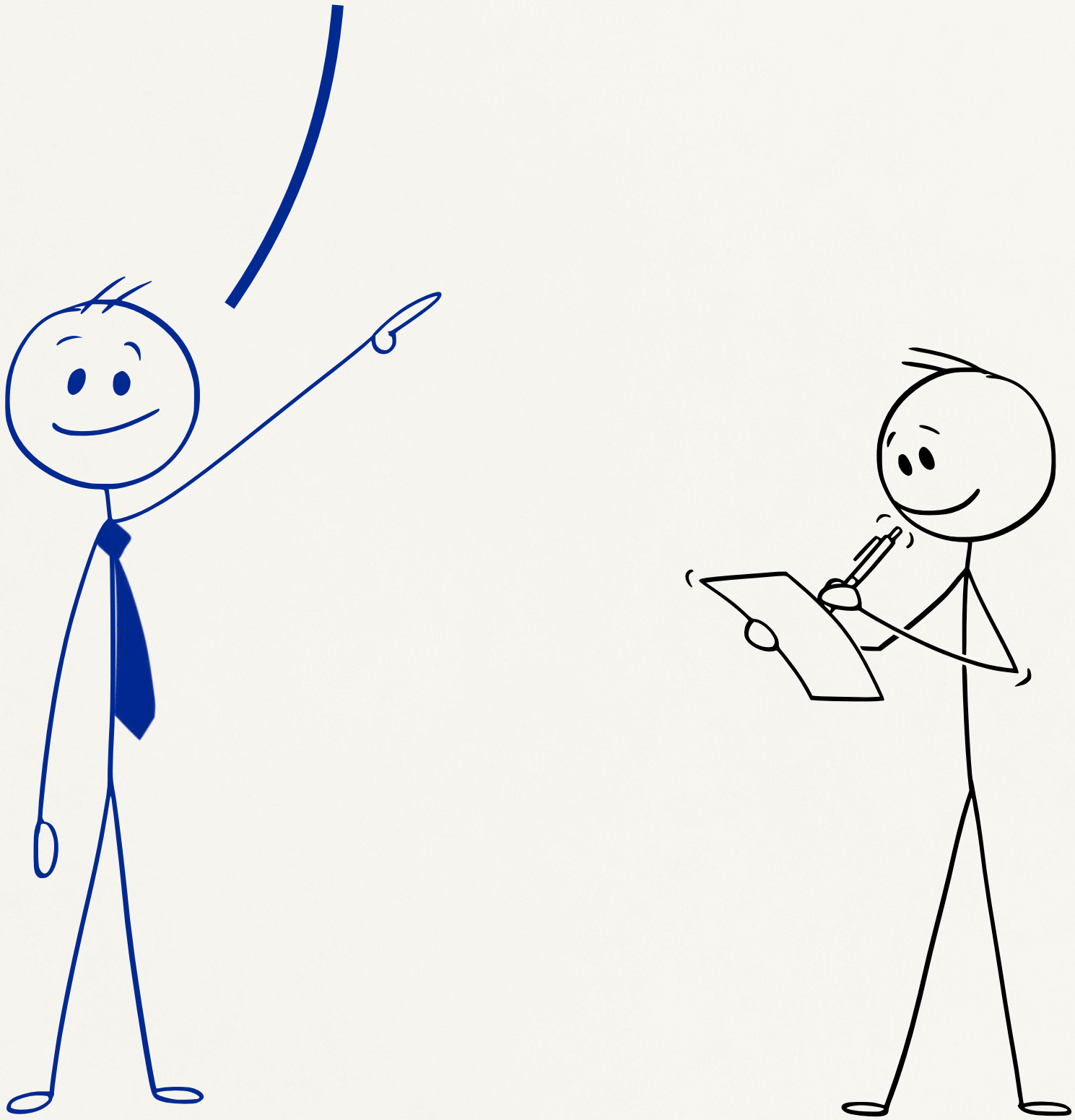


They will carry a visible label. Providers can choose their own, but the EU has created some icons to make it easier.

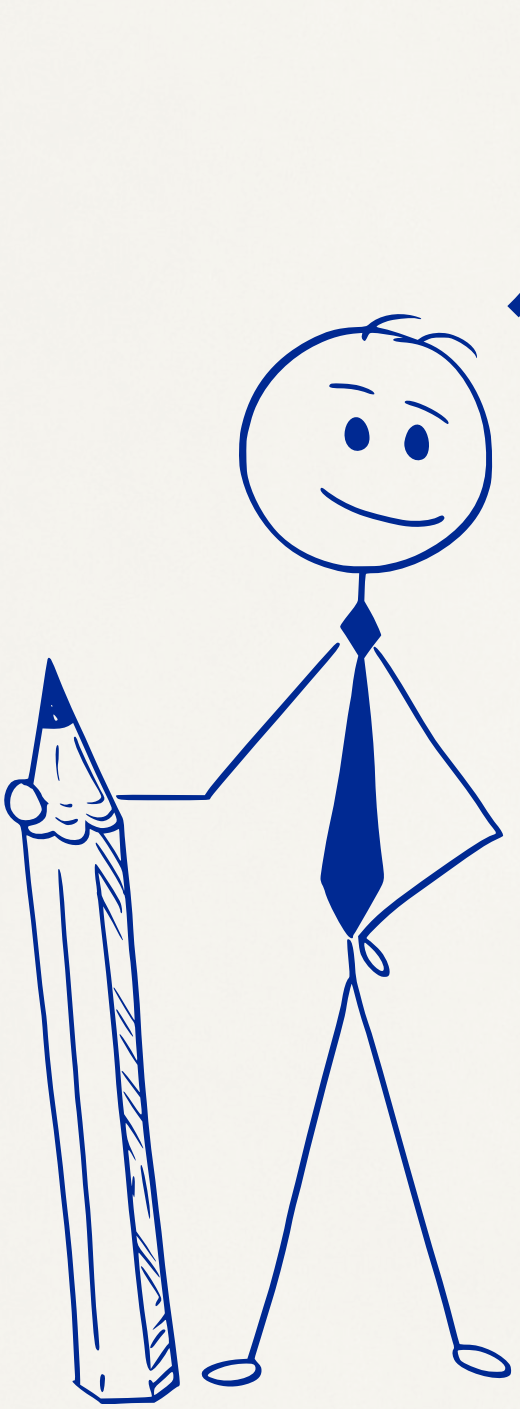


This one AI means AI was involved.

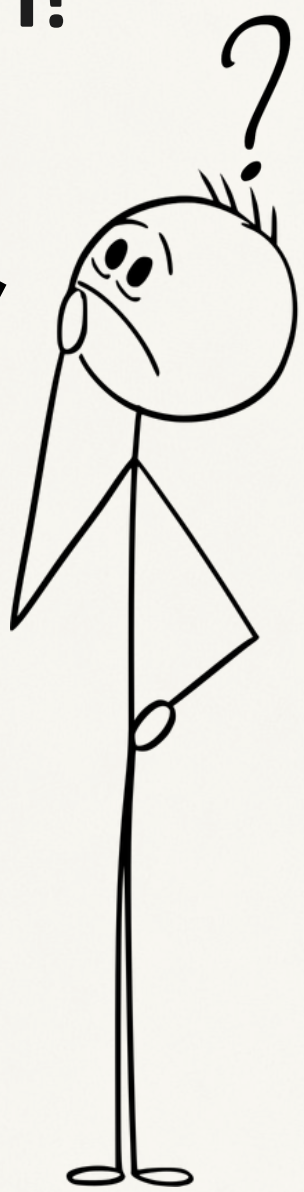
This one AI GENERATED when the content was fully generated by AI.



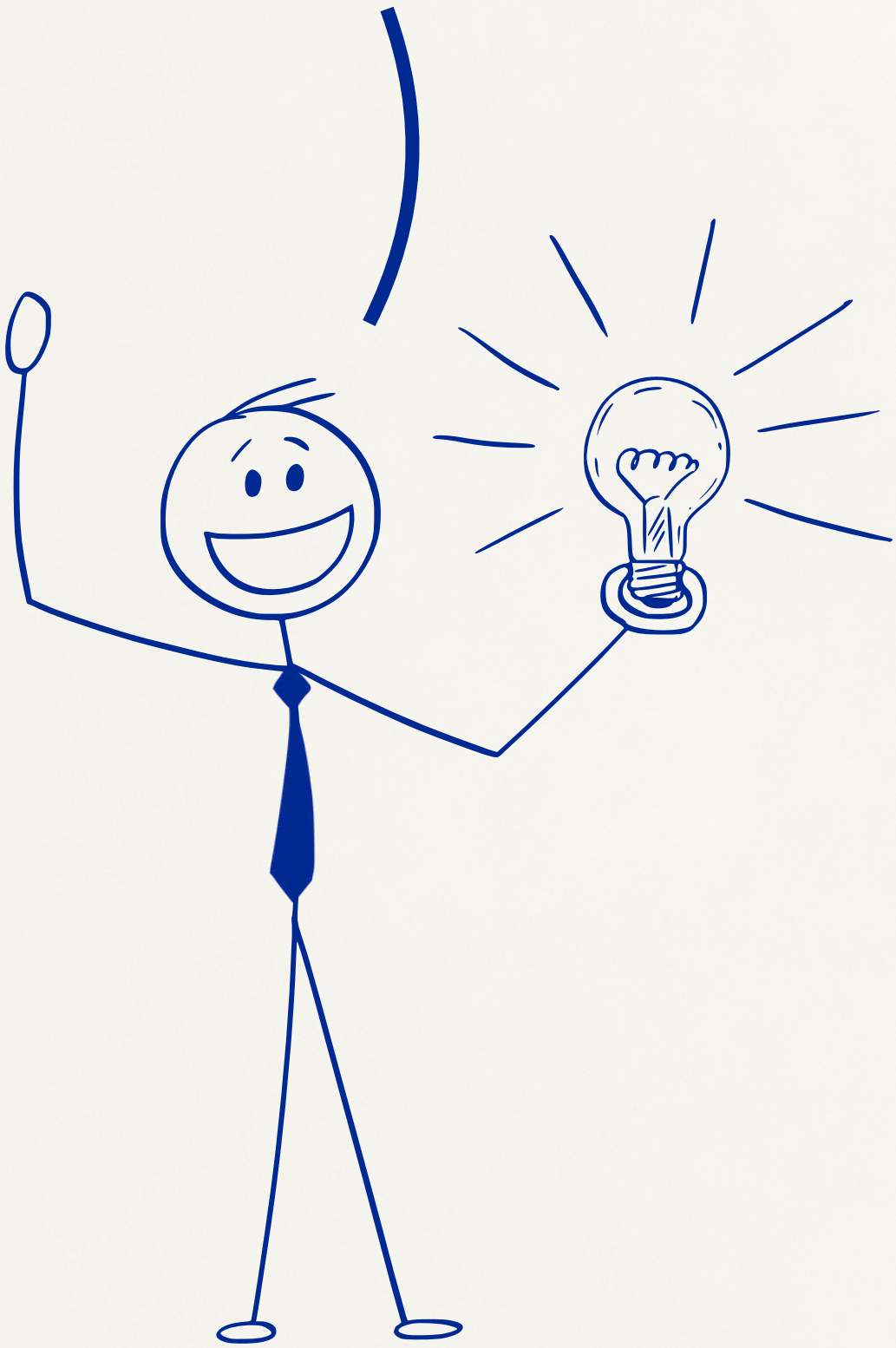
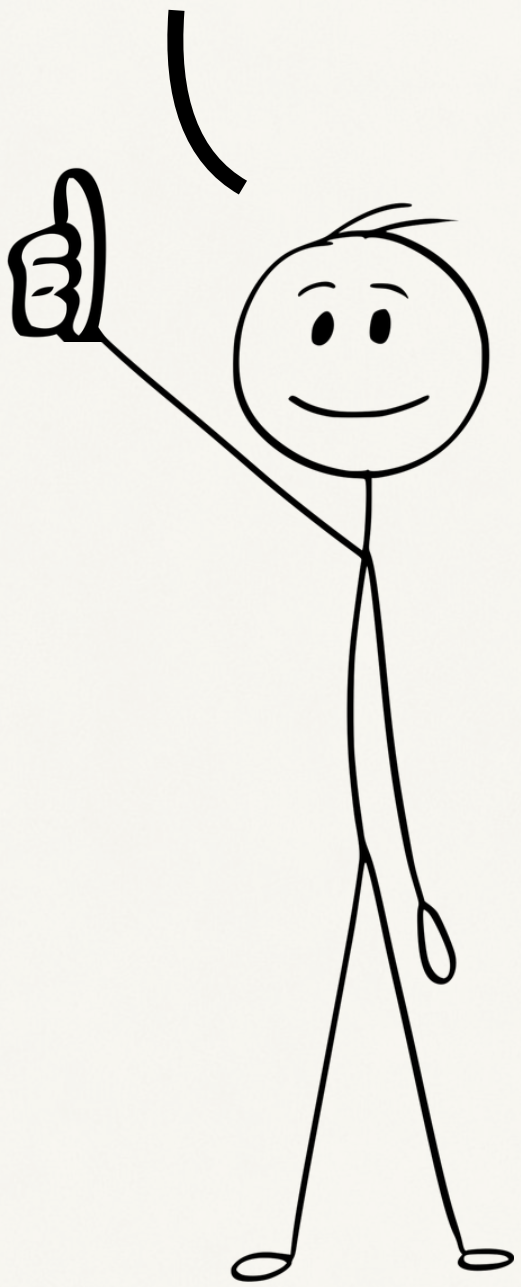
And finally this one AI MODIFIED
for human-made content
partially changed with AI.



And where could
I find them?



You can find them online,
free to use for anyone!



That’s good to
know. Thanks!