



## Commission publishes Code of Practice on marking and labelling AI-generated content

Brussels, 10 June 2026

Today, the European Commission published the final **Code of Practice on marking and labelling of AI-generated content**. The Code is voluntary and sets out practical steps to help **providers** and **deployers** of generative artificial intelligence (AI) systems meet the [AI Act](#) transparency obligations that will apply from 2 August 2026.

From that date, the AI Act will require clear labelling in key cases. **Deepfakes** and **AI-generated or AI-manipulated text published on matters of public interest** must be clearly labelled. Users must also be informed when they are interacting with an **interactive AI system**, such as a chatbot. These transparency requirements help people recognise when content has been generated or altered by AI, reducing the risk of deception and manipulation.

The Code was drafted by **six independent experts**, with input from over **180 stakeholders**. Contributors included providers and deployers of interactive and generative AI systems and models, associations representing deployers, small and medium-sized enterprises, academia, the public sector and civil society organisations.

The Code consists of two sections:

### Providers

This section focuses on obligations for providers of generative AI systems. It sets out how to ensure that AI-generated or AI-manipulated audio, images, video or text are marked in a **machine-readable** way and can be detected as artificially generated or manipulated.

### Deployers

This section details obligations for deployers of generative AI systems. It explains how they must clearly label deepfakes and AI-generated or AI-manipulated text published to inform the public on matters of public interest when there has been **no human review or editorial control**.

These transparency rules complement the AI Act rules on **general-purpose AI models** and **high-risk systems**, supporting responsible development and use of AI in the EU.

### Next steps

The Code is now open for signatures. The Commission invites all providers and deployers to sign. Once the Commission and AI Board approve the Code as adequate, providers and deployers who sign will be able to demonstrate compliance with the relevant AI Act obligations that start to apply on 2 August 2026.

The Code will be complemented by Commission guidelines. The guidelines will clarify the scope of the legal obligations and address aspects not covered by the Code. They will be practical and will support AI providers and deployers in meeting the transparency requirements.

### For more information

[Code of practice on marking and labelling AI-generated content](#)

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Quote(s):

*"Europeans have a right to know whether what they see, hear or read has been made or altered by AI, especially when such content can shape public debate. Transparency is how we protect trust. This Code of Practice gives AI providers and deployers a clear and practical way to label AI-generated content and deepfakes in line with the AI Act's rules that will apply from 2 August. I invite them to adhere to the Code and to show leadership in developing and deploying AI that is responsible and trustworthy."*  
Henna Virkkunen, Executive Vice-President for Tech Sovereignty, Security and Democracy - 10/06/2026

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