

PRESS RELEASE

Gen AI disclosure: The ad ecosystem deserves specific guidance

30/07/2026

On 2 August, the [AI Act](#)'s deep-fake transparency obligations become applicable across the EU. EASA welcomes the [Commission's Guidelines](#) and the [voluntary Code of Practice](#) as important tools for compliance, while stressing that transparency measures must be proportionate and effective. EASA is developing advertising-specific guidance that prevents consumer deception without causing disclosure fatigue, and provides legal certainty while preserving innovation, competitiveness and trust in Europe's advertising ecosystem.

Advertising is already subject to a robust regulatory framework, complemented by self-regulatory systems that apply regardless of the tools used to produce content. For industry and consumers alike, transparency requirements must be practical, proportionate and effective. They should mitigate risks of deception without triggering excessive labelling that would lead to consumer fatigue and reduce the effectiveness of disclosures.

Proactively involved from the outset of the process with the AI Office to advocate for advertising-specific solutions, EASA now welcomes the Commission's efforts to clarify the definition of 'deep fake', regretting a tendency in the Guidelines to extend the concept beyond the wording of the AI Act. The advertising-related examples provide valuable guidance on when disclosure is required. The examples of minor modifications that fall outside the scope of a deep fake are particularly useful in helping professionals identify the relevant threshold. EASA also welcomes the recognition that certain AI-generated advertising content may qualify as creative, satirical or analogous content and therefore benefit from a lighter disclosure regime when conditions are met.

The voluntary Code of Practice on General-Purpose AI Transparency may assist deployers in complying with Art 50's transparency obligation. Signatories to Section 2 commit to a set of requirements regarding the design and placement of AI disclosures. Importantly, the Code recognises the diversity of use cases, deployers and sector-specific practices, while allowing for complementary sectoral standards. The Commission has acknowledged the Code as a tool facilitating compliance with Art 50, while confirming that compliance may also be achieved through alternative means.

EASA remains convinced that advertising-specific standards for AI transparency are needed more than ever. Developed through close cooperation with stakeholders from across the Alliance, and informed by decades of enforcement experience, our guidance will provide both legal certainty and effective consumer protection. By translating horizontal AI Act principles into practical solutions for advertising, it will help support innovation, competitiveness and trust across Europe's ad ecosystem.

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About EASA: The European Advertising Standards Alliance (EASA) is the single voice of advertising self-regulation in Europe. EASA collaborates with its members to promote



responsible advertising practices by providing guidance on self-regulatory standards that benefit both consumers and businesses.

EASA's network includes 45 organisations: 28 national advertising self-regulatory bodies from across Europe, 14 industry associations representing advertisers, agencies, and media, and three digital pure-play company. Together, these members work to ensure that advertisements are legal, decent, honest, truthful, and socially responsible, while respecting fair competition principles.

For more information, visit www.easa-alliance.org.

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