

AI will never be the same: on 2 August a strict European law came into force

*The EU AI Act, specifically Article 50, significantly changes the rules of the AI world
- and not only for Europeans*

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Written 4 August 2026 · 413 words · gurovdigital.com/research/eu-ai-act-article-50-transparency

AI regulation · Information integrity · Content provenance · Deepfakes · AI agents · ChatGPT · Gemini · Claude

AI watermarks are the new cookies.

Every generated file now carries a signature

ChatGPT, Gemini, Claude will now embed cryptographic signatures, invisible to the human eye, into every AI-generated text, image, and video¹. A watermark will be built directly into the structure of a ChatGPT text. It will also be embedded in image pixels and audio². The result: AI detectors will become much more accurate. Right now, their accuracy is close to tarot-card readings.

The European Commission has approved labels reading "AI," "AI Modified," and "AI Generated."³ The design is black-and-white and minimalist. Even outside Europe, you will soon recognise these labels because they will be everywhere.

THE EU MADE 3 NEW SPECIAL LABELS. **HOW IT LOOKS:**

AI GENERATED

AI MODIFIED

AI

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| The three labels the European Commission has approved - AI Generated, AI Modified, and AI on its own.

An agent has to say what it is, in the first message

What else does the law change? AI agents must now disclose that they are machines when communicating with people. They must do this in the very first message. The AI should clearly state: "You are interacting with an AI system" - the wording proposed by the European Commission in its guidelines⁴.

Also, when introducing itself, an AI agent must also disclose which person or organisation it represents. Now, when my agent sends an email, it must begin with: "I'm an AI acting on Pavel's behalf."

AI AGENTS MUST ADMIT THEY ARE MACHINES



**“You are interacting with
an AI system” — in the first
message**

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| What an AI agent has to say before it says anything else.

The fine, and who collects it

What happens if I do not do this? Germany's Federal Network Agency, Bundesnetzagentur⁵, could fine me 3% of my annual turnover - or up to €15 million if I were a large legal entity⁶.

My prediction: Pavel Durov will be one of the first people to receive a multimillion-euro fine. He has traditionally been at odds with the European Union, and Telegram's recent Guest AI Bots update is a direct violation of Article 50.

"But if I do not live in the European Union, how can Bundesnetzagentur punish me?" It can ask Apple or Google to remove your application from their app stores. This procedure is already well established.

Journalists, bloggers, and anyone posting an image

Who else is affected by the new law? Journalists and bloggers. Yes, Substack authors, I'm talking about you. If you publish AI-generated content on a matter of public interest, you must label it "AI Generated."

The AI Act also applies to everyone publishing videos and images. If an AI-generated image contains a real person (for example, Donald Trump), or a real place (let's say Bundestag), it qualifies as a deepfake⁷ and must carry a label. Break the rule - and the fine can again reach €15 million.

REFERENCES

1Regulation (EU) 2024/1689 of the European Parliament and of the Council laying down harmonised rules on artificial intelligence (the AI Act), Article 50 - the transparency obligations that apply from 2 August 2026 - <https://eur-lex.europa.eu/eli/reg/2024/1689/oj>↵

2Article 50, *Transparency Obligations for Providers and Deployers of Certain AI Systems* - the requirement that synthetic output be marked in a machine-readable format - <https://artificialintelligenceact.eu/article/50/>↵

3European Commission, *Regulatory framework for AI* - the Commission's own summary of the obligations and their dates - <https://digital-strategy.ec.europa.eu/en/policies/regulatory-framework-ai>↵

4Coalition for Content Provenance and Authenticity (C2PA) - the provenance standard the marking is built on - <https://c2pa.org/>↵

5Bundesnetzagentur - the German market surveillance authority for the AI Act - <https://www.bundesnetzagentur.de/>↵

6Article 99, *Penalties* - up to €15 million or 3% of worldwide annual turnover for a breach of Article 50 - <https://artificialintelligenceact.eu/article/99/>↵

7Article 3, *Definitions* - point 60 defines a deepfake, which is what brings an image of a real person or place under the labelling rule - <https://artificialintelligenceact.eu/article/3/>↵

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Gurov, P. (2026). *AI will never be the same: on 2 August a strict European law came into force*. Gurov Digital Research. <https://gurovdigital.com/research/eu-ai-act-article-50-transparency>