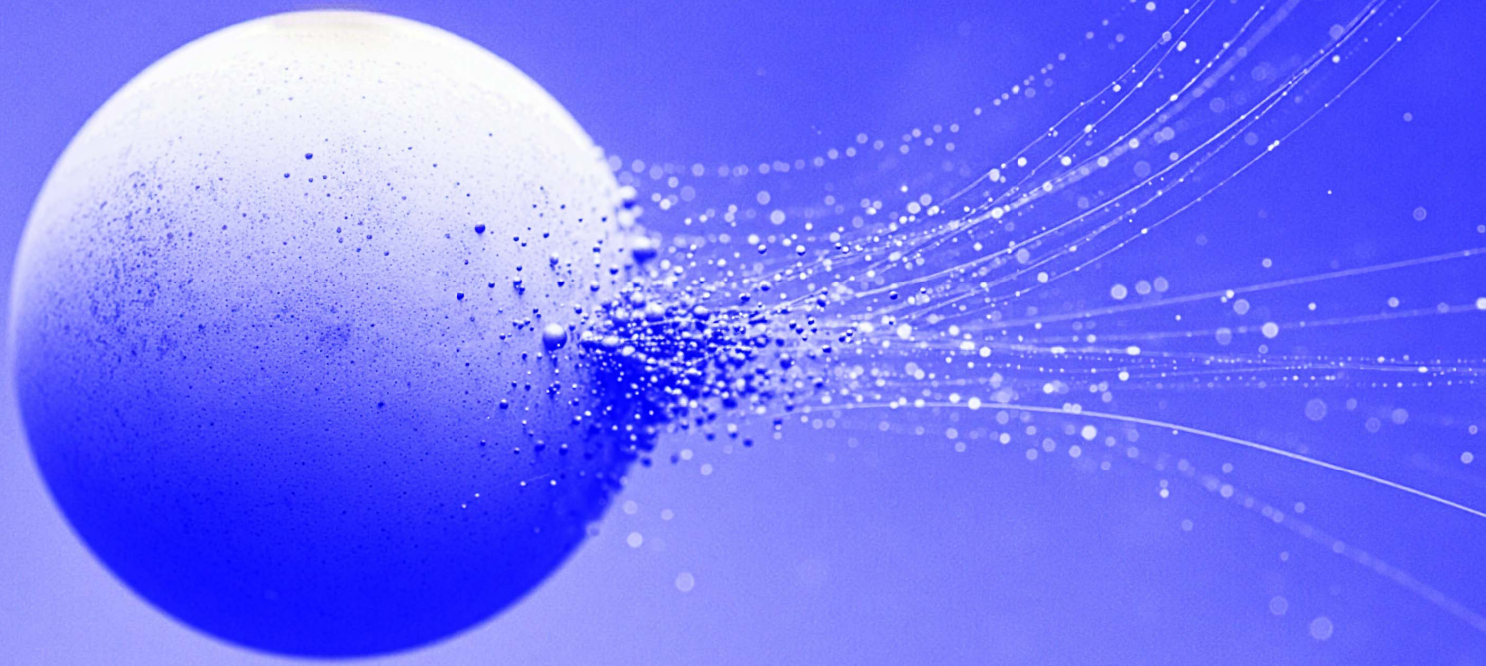


BEYOND **global** END



Guide to Mandatory AI Labelling

Identifying risks.

Documenting decisions transparently.



Status: August 2026

Contents

Guide	→	003
Practical guidance	→	005
Examples to support decision-making	→	007

Whether text, image, video, voice-over or AI avatar – before publishing content, marketing teams should check whether labelling, rights, data, claims and the approval process are all in order.

This guide does not replace legal advice, but it provides a clear working basis for marketing teams, specialist departments, legal teams and agencies.

The rules surrounding AI labelling continue to evolve. This guide reflects the current status – and we are here to help whenever new questions arise.

Not sure whether your content needs to be labelled? We advise you and guide you safely through the process.

→ Get in touch



Guide

1. Basic assessment

- Is this existing content that is already in use, or is something being **newly published from August 2026** onwards?
- Was AI used **during creation or publication** – for text, images, video, audio, animation, retouching, translation, automation or distribution?
- Was the content published automatically or **reviewed by a human** before publication?
- Is the content **publicly visible** or for internal use only?

2. Labelling decision

- Is labelling legally required, recommended, or deliberately not desired from a brand perspective?
- Has it been assessed whether an **alternative without generative AI** would be more suitable, for example photography, studio production, CGI, stock material or conventional retouching?
- Is the notice **clear, understandable and placed in context** – on the visual itself, in the caption, in the video, in the image caption or at the first point of contact?
- Have platform labels, metadata or machine-readable markers been taken into account where technically possible?
- Could the content be understood as a **deepfake** or as depicting a real person, object, place, facility or event?

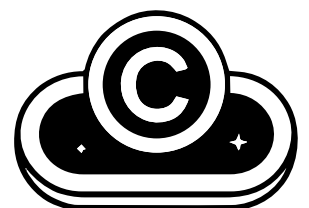


✓ 3. Approval and documentation

- Has the decision been **documented**, including the date, responsible persons and reasoning?
- Does an exception apply because the content was **reviewed by a human** and a person or organization assumes editorial responsibility?
- Has the AI tool, prompt, source data and editing steps used been documented?
- Are there **internal client requirements or industry-specific rules** that are stricter than the statutory minimum requirements?
- For client projects, has explicit approval for the use of AI, the chosen visual and the labelling been documented?
- Has a specialist department or person responsible for the product been involved in the review?
- Is there **final approval** from marketing or the relevant specialist department for technical or regulated content?
- Are the final file, caption, label, sources and approval record **archived together**?

Ⓐ 4. Rights and assets

- Are people, voices, faces, employees, clients or testimonials involved?
- Has confidential, personal, copyrighted or security-critical data been kept out of **public AI tools**?
- Does the content include logos, brands, product designs, CAD/rendering data, stock material, music or client assets?
- Do the tool and license terms **permit commercial use** and transfer to clients?

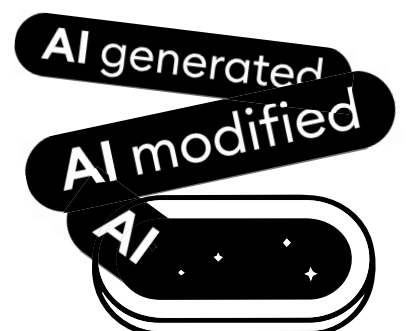


Practical guidance

Examples of labels

The **wording** of the label should reflect the way in which the respective medium was created or edited:

- General AI image: AI-generated image
- Blog/social illustrative image: Illustrative image, partially AI-generated
- Product in an artificial environment: Visualization – not an original photograph
- Heavily AI-edited photograph: AI-modified image
- Project/facility visualization: Visualization – not actual project documentation
- Synthetic voice: Synthetic voice-over, AI-generated voice
- Avatar: Virtual character, AI-generated avatar
- AI-generated text with human review: Created with AI assistance and editorially reviewed



Where exactly should the label be placed?

- Image: At the top or bottom of the image, immediately visible – not hidden in the background.
- Short video such as a Reel, Short or TikTok: Displayed continuously.
- Longer video: At the beginning and at regular intervals. A notice shown only in the end credits is not sufficient.
- Audio spot under 30 seconds: Spoken notice at the beginning.
- Audio spot over 30 seconds: Repeated notice at the beginning, middle and end.

Example of correct label placement in an image:



Examples to support decision-making

Always label:

- **Photorealistic** AI-generated images of people, places or products
- AI-generated models or testimonials
- **Deepfakes** – for example real faces placed onto different bodies
- AI-generated backgrounds in advertising videos
- AI voices or voice clones in advertising spots
- Realistic AI-generated landscapes, scenes or architecture
- **Generative AI that produces realistic results** in tools such as Photoshop, including:
 - o Functions such as Generative Fill or Generative Expand, for example in Photoshop, when large new image areas or objects are created
 - o **Complete sky replacement** or background replacement using new, realistic content
 - o **People, faces, products or scenes** created entirely using AI, for example Midjourney, Firefly, DALL·E, Sora or Runway
 - o **Face swaps**, body swaps and voice clones
 - o Substantial alteration of a person, such as adding different clothing or making them appear younger or older in a deceptively realistic way



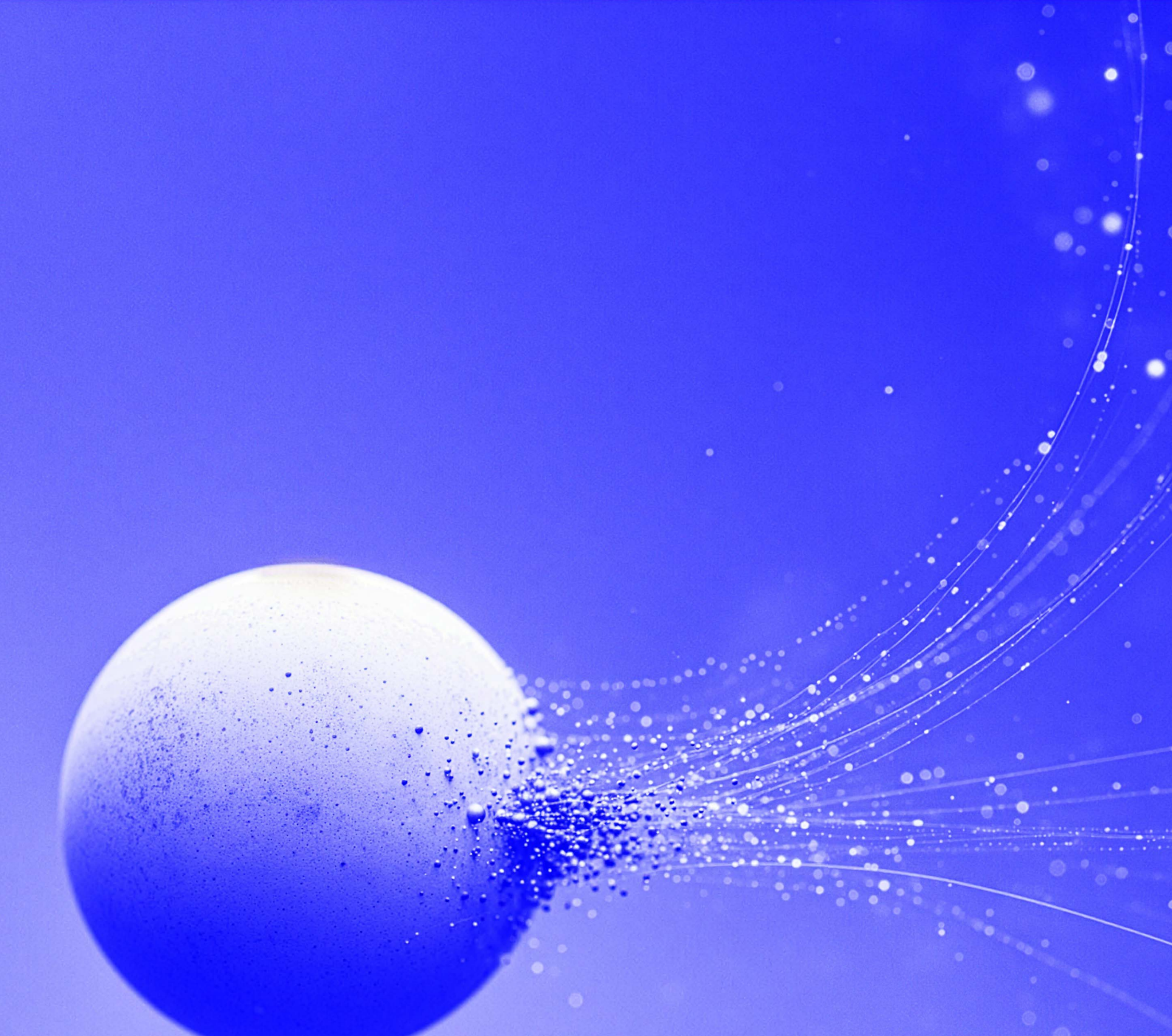
Grey area – when in doubt, it is better to label:

- AI-retouched background if it looks **deceptively real**
- AI color correction with a realistic result
- **Compositing:** partly real footage, partly AI
- AI upscaling or image sharpening
- AI voice enhancement if the voice is significantly altered
- AI-generated background music using **realistic-sounding** instruments

These types of content do NOT need to be labelled:

- Color changes to objects or backgrounds without creating a deceptive impression of reality
- **Classic Lightroom/Photoshop** adjustments: exposure, color, contrast, sharpness, white balance
- **Classic retouching:** clone stamp, healing brush, skin retouching, smoothing wrinkles
- Removing minor imperfections or objects, such as dust particles, a bin at the edge of an image or cables
- Cut-outs, **blurring** the background or masking using AI-assisted selection
- Audio clean-up, automatic subtitles, scene detection
- Assistive editing in tools such as Photoshop
- Advertising copy that has been **reviewed and approved by a human**
- Noise reduction, denoising, Topaz upscaling
- Clearly recognizable **comics, cartoons and illustrations**
- Cartoon characters, mythical creatures and sci-fi scenarios
- **Abstract or surreal AI art**





Here's how to reach us:

beyond global Austria GmbH

Jaxstraße 2-4

4020 Linz, Austria

Phone +43 732 605038

hello@beyond.global

<https://beyond.global>

beyond global Germany GmbH

Konsul-Smidt-Straße 8j

28217 Bremen, Germany

Phone +49 421 339 16 0

hello@beyond.global

<https://beyond.global>

