**IAA Statement: Preparing for the EU AI Act's New Transparency Requirements for Advertising**

From August 2026, new requirements under the EU AI Act will take effect concerning the labelling and disclosure of AI-generated and manipulated content. These provisions are designed to ensure that consumers can identify when most content has been generated or manipulated by AI systems, and they generally apply to organisations operating in, or directing advertising towards, consumers in the EU.

The IAA encourages all members and industry stakeholders to review the latest guidance published by the European Commission on compliance with these requirements, including the Commission's latest Code of Practice on Transparency of AI-Generated Content | Shaping Europe's digital future (20 July 2026).

We also recommend keeping an eye out for the soon-to-be-released guidance by the European Advertising Standards Alliance (EASA) on when and how to disclose. Guidance like this will support the advertising sector's preparedness.

The IAA has long supported the role of industry self-regulation as a vital complement to legal compliance. Effective self-regulatory frameworks, developed in partnership with national bodies and informed by evolving best practice, strengthen public trust in advertising and demonstrate our sector's commitment to responsible innovation. Self-regulatory organisations will undoubtedly continue adapting their codes and guidance to reflect not only the obligations introduced by the AI Act, but also future case law.

**Taking action now**: We remind all members that compliance with applicable laws, including the EU AI Act, is not optional. Organisations should take steps to assess their use of AI-generated and manipulated content, update internal processes, and ensure that their teams are equipped to meet these new standards. As the rules are in force from August, time is of the essence for any members who have not already done so.

**Looking ahead**: The IAA Public Policy Council convenes regularly to discuss regulatory issues, gather global perspectives on AI developments and will be sharing further insights at IAA UNITES, 1st October, London.

**Issued on behalf of the International Advertising Association**
**by Geraint Lloyd-Taylor, VP of the IAA Public Policy Council**