Labelling direct interaction with an AI system · How to approach it?

For: Paušalni obrt · Obrtnici · j.d.o.o. · d.o.o.

Verified by an official source · Reviewed: 2026-11-22

Applicability: In accordance with the obligation and exceptions under Article 50.

Article 50(1) of the Artificial Intelligence Act imposes on providers the obligation to inform a person that they are interacting with an AI system, unless this is already clear from the circumstances of use or an applicable exception applies.

A starting point in practice

Save the note text, display location and the languages in which the service is offered.

Check whether the user can see the information on their mobile phone at the start of the interaction.

Working example · Marking direct interaction with the AI system

The webshop introduces a chatbot that greets customers on behalf of customer support. The system provider and the webshop verify that the AI notice is visible at the start of the conversation, including on mobile devices.

Specific next steps

1. Save the note text, display location and the languages in which the service is offered.
2. Check whether the user can see the information on their mobile phone at the start of the interaction.
3. Repeat the check once the chatbot has been integrated into the new channel.

Limits of application

In accordance with the obligation and exceptions under Article 50.

Sources

European Commission · Transparency in the use of AI

https://digital-strategy.ec.europa.eu/en/policies/guidelines-ai-transparency-obligations

Original page

https://adriatrends.hr/poslovni-vodic/en/pitanja/praksa-ai-clanak50-razgovor-odluka