Marking direct interaction with the AI system · What if the process gets stuck?

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

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Applicability: According to the profile and circumstances of the described case.

If the customer thinks a human is appropriate, adjust the label and route to human support.

When a plan meets an obstacle

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.

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

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