EN
E-000998/2026
Answer given by Executive Vice-President Virkkunen
on behalf of the European Commission
(1.7.2026)

The AI Act[1] includes transparency obligations to support distinguishing AI-generated content from human content. The AI Office facilitated the development of a Code of Practice[2] as a voluntary tool to support compliance with those obligations; the final version of the Code was published on 10 June 2026. The AI Office will also issue guidelines on those obligations, which it intends to adopt by August 2026.

Furthermore, providers placing General Purpose AI (GPAI) models on the EU market must put in place a policy to comply with EU copyright law and disclose detailed summaries of training data. To support the implementation of these provisions, a template for a public summary of training content has been developed[3], together with a Code of Practice for GPAI models[4], to assist providers in complying with those obligations, including identifying and respecting reservations of rights expressed by rightsholders in a machine-readable format and mitigating the risk of copyright-infringing outputs. The Commission is facilitating a process to identify technical solutions for machine readable rights reservation (beyond robot.txt). Under the Apply AI Strategy[5], the commission will also launch a study on legal challenges and technological safeguards against copyright-infringing AI outputs.

The Commission monitors market and technological developments affecting the cultural and creative sectors and will, if necessary, use its powers, including under EU competition law, to ensure a level playing field.
Furthermore, the Commission recently published a study on the discoverability of diverse European content online[6] and will present a dedicated AI strategy for the cultural and creative sectors.

1 https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32024R1689.
2 https://digital-strategy.ec.europa.eu/en/policies/code-practice-ai-generated-content#ecl-inpage-transparency-of-ai-generated-content.
3 https://digital-strategy.ec.europa.eu/en/library/explanatory-notice-and-template-public-summary-training-content-general-purpose-ai-models.
4 https://digital-strategy.ec.europa.eu/en/policies/contents-code-gpai.
5 Communication from the Commission to the European Parliament and the Council, Apply AI Strategy, COM(2025) 723 final.
6 https://op.europa.eu/en/publication-detail/-/publication/34da2669-32b4-11f1-be39-01aa75ed71a1/language-en.