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AI transparency becomes a live interface issue

EU authorities begin enforcing the next phase of the AI Act, including new transparency requirements.

2 August 2026 / European Union

Transparency requirements begin

The Commission announced that new AI Act transparency requirements would apply from 2 August, with enforcement roles for the AI Office and national authorities. The requirements include specified AI-interaction disclosures and identification of synthetic content. This milestone is separate from the revised dates for high-risk-system requirements.

APPLICATION AND ENFORCEMENT MILESTONE

THE MALAYSIAN LENS

For a Malaysian business serving EU users, our reading is that transparency must survive the whole publishing process. A label can be lost when content is downloaded, clipped or reposted. The team needs to know whether it is creating, supplying or deploying the relevant system, rather than assuming every participant has the same duty.

QUESTION TO ASK

Can the organisation demonstrate how the required disclosure appears to the person actually using the service?

WATCH / NEXT STEP

Check notices, output markings, responsibilities and applicable exceptions against the final rules. AI disclosure does not itself establish that an answer is accurate or that a service is qualified to give professional advice.

READ THE ORIGINAL SOURCES

[European Commission · Enforcement and transparency from 2 August ↗](#)

Reconstructed and published 20 September 2026. Selected developments, not an exhaustive digest. Facts relate to the coverage period; maintained sources may contain later updates. The Malaysian lens is MAATIN editorial analysis.

General information, not legal advice. Verify current law and obtain qualified advice for a specific matter. Illustrative AI-generated masthead image.
