

Your AI-generated content Transparency and Traceability Kit

Why is it important?

Millions of texts, images and videos are generated with AI every day. Without transparency and traceability, we don't know what is human and what is synthetic, which undermines trust, authorship and accountability. This brings negative consequences.

It helps you to properly tag, document and audit AI-generated content.

How to use this template?

- ✓ Create your own AI labels.
- ✓ Document each part generated by models.
- ✓ Comply with audits or regulatory requirements.

✓ Transparency labels (“Disclosure labels”)

To inform the user when content was created or modified with AI.
Includes:

- Visible label: “AI-generated content” or “AI-assisted text”
- In videos or images: visual watermark or short subtitle (such as “AI-generated visual”)
- On social networks or newsletters: hashtag #AIGenerated
- On websites: HTML microtags (<meta name="ai-generated" content="true">)

✓ Traceability metadata (“Provenance metadata”)

To leave technical evidence of how the content was produced.
Recommended fields:

- Model used
- Date and version of the model
- Main prompt or summary: 1-2 lines of the text used.
- Responsible author: name or role that oversaw the use of AI.
- License and rights: Creative Commons, Shared or internal copyright.
- Digital signature or hash (optional) to verify authenticity.

✓ Logs (automatic or manual) and documentation

To maintain continuous and auditable traceability.
What to register:

- Date, time and tool used.
- Purpose of the content (ex: educational, advertising, internal).
- Key human decisions (editing, verification, final validation).
- Final result and location (URL, published medium).
- Periodic review of accuracy or detected biases.

✓ Internal Transparency Policy

To ensure consistency and accountability throughout the organization.
Includes:

- Official statement on the ethical use of AI in content.
- Human review and approval protocols.
- Procedure for updating labels and metadata.
- Alignment with global frameworks: EU AI Act, OECD AI Principles, NIST AI RMF.

