

AI Transparency Duty in 24 Hours: The Emergency Checklist for Swiss SMEs

MANAGEMENT SUMMARY & CORE TAKEAWAY

From 2 August 2026, the transparency obligations under Article 50 of the EU AI Act become enforceable — including for Swiss SMEs without an EU presence, once their AI outputs are used in the EU. Companies lacking chatbot disclosure, labelled AI content, AI literacy, and an AI inventory risk fines up to EUR 15 million or 3% of global turnover.

CONTEXT & EXECUTIVE RELEVANCE

On 31 July 2026, the European Commission confirmed by press release what many Swiss companies have missed: as of tomorrow, 2 August 2026, the transparency obligations under Article 50 of the EU AI Act become enforceable. This applies to your company even without an EU establishment — as soon as your AI systems produce outputs used in the EU, the regulation applies.

Article 50 covers four situations in which users must be able to recognise that they are dealing with artificial intelligence. The obligation applies regardless of whether you built the AI application yourself or purchased it from a vendor.

CORE ACTION ITEMS

- 01 Chatbots and voice assistants: every interaction with an AI system must be recognisable to the user — unless it is already obvious from the context.
- 02 AI-generated content: text, images, audio, and video that were generated or substantially altered by AI must be labelled as such.
- 03 Deepfakes: image, audio, or video material that convincingly imitates real people, objects, or events requires explicit disclosure.
- 04 Emotion recognition and biometric categorisation: individuals must be informed when a system is used to detect their emotions or categorise them biometrically.

SWISS COMPLIANCE & ARCHITECTURE GUIDELINES

- ☑ Full compliance with revised Swiss Data Protection Act (revDSG).
- ☑ Zero vendor lock-in on closed proprietary models.
- ☑ Seamless integration into Abacus, Bexio and M365 ecosystems.

Non-Binding Process Analysis

Let us review in 20 minutes where AI agents create immediate measurable efficiency in your workflows.

ki-outsourcing.ch