

EU AI Act Transparency Obligations: Why Many Swiss Companies Can (Still) Ignore Them

MANAGEMENT SUMMARY & CORE TAKEAWAY

On 2 August 2026, the EU AI Act transparency obligations become binding – but far from every Swiss company must comply. The extraterritorial effect only applies if your AI output is actually used in the EU. Pure Switzerland-focused providers without EU customers can ignore the rules. The Code of Practice (June 2026) provides clarity: chatbot labelling, machine-readable metadata, deepfake labels – but only for EU-relevant systems. Many C-level executives reflexively copy EU compliance; a targeted, pragmatic approach would be smarter and cheaper.

CONTEXT & EXECUTIVE RELEVANCE

When GDPR came into force in 2018, many Swiss companies reflexively overhauled their entire data protection infrastructure – even though they barely had EU customers. Fear of fines and industry herd mentality led to million-franc compliance projects that later proved unnecessary. When Switzerland introduced its own revised DPA in 2023, it was significantly more pragmatic, less bureaucratic, and nowhere near as strict as the EU variant.

The EU AI Act threatens the same trap. The European Commission published the final Code of Practice on Transparency on 10 June 2026, and panic is spreading again. But this time a sober look is worthwhile: ****Who is really affected? And who can better invest resources in their own AI strategy instead of preemptive EU compliance?****

COMPARISON & BENCHMARK MATRIX

Art. 50(1)	Chatbot labelling: users must be informed at first contact that they are interacting with AI (unless obvious).
Art. 50(2)	Machine-readable metadata: providers of generative AI must mark outputs (e.g. watermarks, metadata, fingerprints).
Art. 50(3)	Emotion recognition / biometric categorisation: deployers must inform exposed individuals.
Art. 50(4)	Deepfake labelling: deployers must disclose that content has been artificially generated/ manipulated. Text only if published to inform the public on matters of public interest.

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.

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