

AI Disclosure Register

OPERATIONAL COMPLIANCE ASSESSMENT REGISTRY

RECORD REF ID
dec-apex-802
AUDIT-REF-APEX-802

EXECUTIVE COMPLIANCE ASSESSMENT COVER

Operational compliance assessment evaluated against European Union Artificial Intelligence Act (Regulation EU 2024/1689) Article 50 and UK Advertising Standards Authority (CAP Code Rule 3.1) rules.

CLIENT ENTITY Apex Global Media Ltd	CAMPAIGN ASSET Q3 Product Launch Video Campaign	EVALUATION TIMESTAMP Sun, 02 Aug 2026 14:30:00 GMT
AI MODEL / ENGINE Sora / Midjourney v6	EDITORIAL SIGN-OFF Marcus Vance (Senior Creative Lead)	REGIONS EVALUATED 1 Regulatory Scope

OVERALL VERDICT: MANDATORY DISCLOSURE REQUIRED (1 OF 1 REGIONS)

Evaluated Scope: European Union (EU)

STATUTORY VERDICT LEDGER

REGULATORY MARKET	STATUTE / LEGAL STANDARD	STATUTORY VERDICT
European Union (EU)	EU AI Act Article 50	MANDATORY DISCLOSURE

APPROVED REGIONAL DISCLOSURE COPY

EU Statutory Copy (Art. 50(4)):

"Notice: This video contains AI-generated synthetic media depicting natural persons (EU AI Act Article 50(4))."

UK ASA Recommended Copy (CAP Rule 3.1):

"Notice: Visual media in this advertisement features AI-generated synthetic depictions of natural persons (UK ASA CAP Code Rule 3.1)."

Machine-Readable Provenance Recommendation: c2pa.action=created; c2pa.type=deepfake; c2pa.generator=Midjourney-v6

INTERNAL REVIEW SIGN-OFF

Assigned Reviewer Signature & Date

VERIFICATION HASH

AUDIT-REF-APEX-802

Recorded in AI Disclosure Register Audit History

AI Disclosure Register

EUROPEAN UNION (EU) COMPLIANCE ANALYSIS

RECORD REF ID
dec-apex-802
AUDIT-REF-APEX-802

EUROPEAN UNION (EU) STATUTORY ANALYSIS

Specific statutory evaluation against EU AI Act Article 50.

REGIONAL VERDICT: MANDATORY DISCLOSURE REQUIRED (EU AI ACT ART. 50(4))

Statutory Basis: EU AI Act Article 50(4) (Deployer Deepfake & Synthetic Media Duty)

STATUTORY ANALYSIS & BURDEN OF PROOF

- Content depicts realistic synthetic avatars depicting natural persons on public EU channels.
- Deployer obligation: Under Article 50(4), agencies and brand deployers putting synthetic depictions of natural persons into the EU market must clearly disclose artificial origin.
- Provider marking: C2PA/IPTC machine-readable metadata headers embedded by Midjourney/Sora (Art. 50(2)).

REGIONAL ASSET ASSESSMENT PARAMETER LEDGER

EVALUATION PARAMETER	RECORDED AUDIT FACT
Media Format Type	VIDEO
Generative AI Model Used	Sora / Midjourney v6
AI Involvement Scope	MATERIALLY EDITED
Biometric / Real Likeness Depicted	YES (Natural Persons Depicted)
Public Interest Purpose	NO (Commercial Ad)
Artistic / Satire Exemption Claim	NO
Human Editorial Control Verified	YES (Editor: Marcus Vance (Senior Creative Lead))
Provider Technical Marking (Art. 50(2))	VERIFIED (C2PA Watermark Embedded)
EU Single Market Distribution	YES (EU Market Reach)

REGIONAL COMPLIANCE SIGN-OFF

Assigned Compliance Officer Signature & Date

VERIFICATION HASH

AUDIT-REF-APEX-802

Recorded in AI Disclosure Register Audit History