Easy AI Act Image Labels

AS OF 23 OCTOBER 2026

SHOPIFY APP · EU AI ACT ARTICLE 50

Label AI images in your store.

The app reads provenance evidence from the original images, proposes the official EU icon and, once the merchant has decided, shows it over the image. "I find the evidence, you decide with one click."

WHAT

Easy AI Act Image Labels is a Shopify app for labelling AI images in online stores, built for the visible disclosure duty under Article 50(4) of the EU AI Act.

HOW IT WORKS

01

Find

Reads provenance markers (C2PA/Content Credentials, IPTC DigitalSourceType) from the original files in the Shopify media library and proposes AI GENERATED or AI MODIFIED. Marker found = evidence; missing marker = no statement.

02

Decide

The merchant decides on each image with one click. With Unlimited also by automation with a fixed rule; new images are checked daily.

03

Show

The official EU icon appears as an overlay on the image, turned on as an app embed in the theme editor. Image files and products stay unchanged; the app has read-only permissions.

PRICING

Free plan always free with 25 labels, one fixed label language and no automation. Unlimited EUR 9.90 a month or EUR 94.90 a year plus VAT, 7-day free trial, billed through Shopify.

LANGUAGES

App interface in 12 languages. With Unlimited, label wording in 24 EU languages as the app's own translation; official icon files in English only.

STATUS

On the Shopify App Store since 7 October 2026: apps.shopify.com/easy-ai-act-image-labels. The AI image checker can be used without signing up.

FREE AI IMAGE CHECKER

Up to 20 images per run without signing up, JPEG, PNG, WebP and AVIF up to 20 MB each. Files are read in the browser, not uploaded. The checker reads with fixed rules and uses no AI. easyaiactlabels.com/en/ai-image-checker/

FIGURES FROM THE APP'S OWN MEASUREMENTS

Numbers with dates

43 of 59

TEST BENCH, 1 SEPTEMBER 2026

image files from AI tools, cross-checks and controls carried a provenance marker.

34 of 47

MAGNIFIC CATALOGUE

entries of the image service generated via API carried a signed C2PA marker.

34 of 34

ORIGINAL AFTER UPLOAD, 1 SEPTEMBER 2026

markers stayed intact on the original stored in Shopify.

6 of 38

DELIVERED COPY, 30 SEPTEMBER 2026

images with a marker still carried it on the copy Shopify delivers to visitors.

This is why the app reads the marker on the original, not on the store copy. The figures come from the app's own measurements, not from a study; details for each tool at easyaiactlabels.com/en/guides/ai-image-generators-provenance/.

Legal position

Since 2 August 2026, Article 50(4) of the AI Act (Regulation (EU) 2024/1689) has required deployers to disclose visibly any AI-generated or AI-altered images that look real, with no transition period for stores.

The machine-readable marking under Article 50(2) is owed by the provider of the generator, not by the store. Providers of systems placed on the market before 2 August 2026 have until 2 December 2026 to apply it (Article 111(4) as amended by Regulation (EU) 2026/1744).

General information, not legal advice.

Press images

App icon (SVG, PNG), listing screenshots in German and English and both fact sheets as a ZIP, free for editorial coverage of the app: easyaiactlabels.com/en/press/

ABOUT EASY AI ACT IMAGE LABELS

Easy AI Act Image Labels reads provenance data such as C2PA/Content Credentials and IPTC directly from a store's original image files, proposes the official EU icon and, once the merchant has decided, shows it over the image without changing the file. It also offers the free AI image checker at easyaiactlabels.com, which reads images in the browser without uploading them.

PRESS CONTACT

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Provider and address: easyaiactlabels.com/en/legal-notice/