Check your AI ad before it runs.

Start at 1 and go down. If you answer yes, follow the arrow. Stop at the first outcome you reach. Not sure counts as the careful answer.

1 Does the picture show a result your product promises?
Skin, weight, a whiter smile, a clean floor, a fast loan.

→ Yes → Rework it

2 Did AI change how your real product looks?
Size, color, portion, view, finish, what comes with it.

→ Yes → Rework it

3 Does it use or copy a real person's face, body or voice?
Celebrity, influencer, your CEO, staff, a familiar voice.

→ Yes
Written permission for this exact use?
No: Rework it
Yes: keep going and see 6.

4 Could a viewer think this is a real customer, review or testimonial?
A happy client, a before and after story, a quote under a face.

→ Yes → Rework it

5 Does it look like real footage of a place or event that never happened?
A packed launch, a news scene, a real street or landmark.

→ Yes
About news, politics, health or money?
Yes: Rework it
No: Run it with a label

6 Is it clearly stylized or fantasy?
Illustration, cartoon, a dragon on a rooftop. If you said yes at 3 and this is a no: label it.

→ Yes → Run it

7 Did AI only make small fixes to a real photo or video?
Cleanup, light, color, a stray object, upscaling.

→ Yes → Run it

8 Will it run on Meta, TikTok or YouTube, or reach people in the EU?
Instagram, Facebook, TikTok, YouTube, or any EU audience.

→ Yes → Run it with a label

→ No to all of 6, 7 and 8 → Run it

Run it · Run it with a label · Rework it

Labels to copy are on page 2.

Label it in words people read.

Short, in the language of the ad, and where people look first: on the image or in the first line of the caption.

When	English	العربية
Any AI image or video	**Made with AI.**	صُنع بالذكاء الاصطناعي.
A still image	**Image created with AI.**	صورة مُنشأة بالذكاء الاصطناعي.
A video or animation	**Video created with AI.**	فيديو مُنشأ بالذكاء الاصطناعي.
A person who does not exist	**This person was created with AI.**	هذه الشخصية من إنتاج الذكاء الاصطناعي.
A synthetic voice	**Voice created with AI.**	صوت مُولَّد بالذكاء الاصطناعي.
A scene around a real product	**Scene created with AI. Product shown as sold.**	المشهد من إنتاج الذكاء الاصطناعي. المنتج كما يُباع.
A real person's digital double	**Digital double of [name], used with their consent.**	نسخة رقمية من [الاسم]، بموافقة صاحبها.
A real photo with AI edits	**Edited with AI.**	تم التعديل بالذكاء الاصطناعي.

Meta

`AI info`

Shows AI info on AI content and ads. Political and social issue ads must disclose realistic AI or get removed.

TikTok

`AI-generated (AIGC) label`

Realistic AI needs the AIGC label or your own clear caption. Undisclosed AI ads get rejected or restricted.

YouTube

`Made with AI`

Turn on AI use in YouTube Studio for realistic AI. The label shows under the player, or on the Short itself.

These are the rules behind the questions.

United States	**FTC truth in advertising** Ads must be truthful and backed by evidence. No AI exemption. ftc.gov/news-events/topics/truth-advertising
United States	**FTC Endorsement Guides, 16 CFR Part 255, updated 2023** Endorsements must be real. Another person's likeness as the endorser is deceptive. ftc.gov/news-events/news/press-releases/2023/06/federal-trade-commission-announces-updated-advertising-guides-combat-deceptive-reviews-endorsements
United States	**FTC rule on fake reviews and testimonials, 16 CFR Part 465, in force 21 October 2024** Bans testimonials from people who do not exist, AI ones included. ftc.gov/news-events/news/press-releases/2024/08/federal-trade-commission-announces-final-rule-banning-fake-reviews-testimonials
United Kingdom	**ASA rulings on beauty filters, February 2021** No filters on the effect the product claims to deliver. asa.org.uk/rulings/skinny-tan-ltd-in-association-with-elly-norris.html
United Kingdom	**CAP guidance on AI in ads, 2025 and 2026** A label rarely fixes a misleading ad. Fake celebrity endorsements likely break the code. asa.org.uk/news/disclosure-of-ai-in-advertising-striking-the-balance-between-creativity-and-responsibility.html
European Union	**AI Act, Article 50** Since 2 August 2026, deepfakes in the EU must be disclosed. The 2026 Digital Omnibus kept this duty. artificialintelligenceact.eu/article/50/
UAE	**Media Regulation Law, Federal Decree-Law 55 of 2023, and Cabinet Resolution 68 of 2024** No misleading claims, no forged or imitated images, disclose paid endorsements. uaemc.gov.ae/en/media-legislation/
Egypt	**Consumer Protection Law 181 of 2018** No misleading impression about a product or its results, online included. cpa.gov.eg/Portals/0/Law/CPA-Newlaw.pdf

This is guidance from a production studio. A lawyer has the final word on your ad.

iklipse makes AI images and video for brands with real products, signed permissions and clear labels.
iklipseworld.com/services/ai-production. The three-part Responsible AI series is on iklipseworld.com/blog.