

As AI becomes increasingly embedded in digital products worldwide, ensuring transparency through clear and accessible disclosures is more critical than ever. This is especially true within the European Union, where the **EU AI Act** mandates specific *transparency requirements* for AI systems. One key aspect that product teams often overlook is how to make these **AI disclosures** accessible for users relying on **screen readers** and other assistive technologies.

In this article, we'll explore practical strategies for making AI disclosures fully accessible, focusing on the challenges posed by the stringent **EU AI Act Article 50 transparency** requirement. We'll also discuss the responsibilities of providers versus deployers, the *extraterritorial reach* of EU regulations, and best practices for timing these disclosures during first interactions. Throughout, we'll bring in insights from industry leaders like **Coruzant Technologies** and regulatory authorities including the **European Commission** and the **European Data Protection Supervisor**.

Understanding the EU AI Act Article 50 Transparency Requirement

The EU AI Act, soon to become a landmark regulation governing artificial intelligence, includes an **Article 50** that focuses on transparency toward users. Essentially, this article requires that users must be informed when they are interacting with an AI system. The goal is to ensure users are aware of the nature of the system, its capabilities, and its limitations.

As the **European Commission** clarifies, this transparency is not just a matter of trust but a legal duty. The disclosure has to be explicit, intelligible, and accessible — which includes being compatible with assistive technologies such as screen readers.

Key Aspects of Article 50

- **Clear AI disclosure:** Users must be informed before or during the first interaction.
- **Meaningful transparency:** Information provided should help users understand that an AI system is involved and what that implies.
- **Accessibility:** Disclosures must be accessible to people with disabilities, including those using *screen readers* or *voice product interfaces*.

Why Accessibility Matters for AI Disclosures

While AI disclosures might appear straightforward in visual formats, they pose unique challenges for people relying on assistive technology. For example, screen readers — widely used by visually impaired users — require that text, live updates, and interactive elements be structured and coded correctly so that the information is conveyed clearly and promptly.

Unfortunately, many AI disclosures are buried in dense terms of service or presented visually only, which creates barriers to understanding. This problem is compounded in AI-powered interfaces, where users expect straightforward explanations of system capabilities.

Avoiding Support Tickets Caused by Unclear UI

As a product manager with over a decade of experience shipping chat and voice support products for B2B SaaS companies, I maintain a running list of support tickets that arise due to unclear user interfaces. One recurring

theme is *users not realizing they are interacting with AI*, especially when disclosures are not screen reader friendly.

For instance, a disclosure merely embedded as an image or pop-up with little textual support often results in confused users calling support or abandoning the service. This not only frustrates users but also results in higher operational costs.

Provider vs Deployer Responsibility: Who's Responsible for the Disclosure?

The EU AI Act distinguishes between the “provider” of an AI system and the “deployer.” **Providers** are entities that design and develop the AI system, while **deployers** are those who integrate and offer the AI system to users.

Under Article 50:

- Providers have a responsibility to ensure that AI systems come with mechanisms that allow for transparency when interfacing with users.
- Deployers must use these mechanisms to provide proper notice and disclosure to the end-users.

This distinction poses practical challenges for companies like **Coruzant Technologies**, which develops AI solutions for enterprises globally. For such companies, collaboration between the AI system provider and the deployer is crucial to create **distinguishable notices** that comply with accessibility requirements.

Practical Implications

- **Providers** should build accessibility-focused disclosure components that easily integrate with various platforms.
- **Deployers** must ensure these disclosure components are visible and usable for all users, including those utilizing screen readers.
- Both parties should document compliance steps, ready for inspection by regulatory bodies like the **European Data Protection Supervisor**.

Extraterritorial Reach: What Non-EU Companies Should Know

Ever notice how the eu ai act has a broad scope that applies not only to companies based in the eu but also to those offering ai systems to users within the eu. This extraterritorial reach means non-EU companies deploying AI-powered services must adhere to these disclosure and accessibility requirements.

For example, a US-based SaaS company integrating AI chat or voice assistants that engage with EU customers must implement **screen reader disclosures** and conform to all accessibility requirements mandated by the Act.

Ignoring these rules can lead to penalties and reputational harm. The **European Commission** and other supervisory authorities are increasingly vigilant about compliance in cross-border AI services.

Best Practices for Timing: When Should the Disclosure Happen?

Article 50 requires disclosure before or during the *first interaction* with the AI system. This means the notice must be:



- **Timely:** Delivered before the user starts to interact or immediately as interaction begins.
- **Clear and distinguishable:** Not hidden or embedded in layers of navigation or complex interfaces.
- **Accessible:** Compatible with screen readers and voice product interfaces.

Implementing First-Interaction Disclosure

Here are some tested approaches:

1. **Explicit audio announcements:** In voice-driven products, use natural language introductions stating the system is AI-driven.
2. **Screen-reader friendly text:** Before user input, place a well-structured, semantic text disclosure that's announced by screen readers in chat or web interfaces.
3. **Focusable elements:** Make sure the disclosure is focusable by keyboard navigation and properly labeled with ARIA attributes.

For example, instead of a robotic banner reading *"Powered by AI technology"* (which I always rewrite to clarify the AI capabilities), a disclosure could read:

"This conversation is assisted by an artificial intelligence system developed to help you efficiently. If you need human assistance, please ask at any time."

Reading this out loud using a voice assistant-style tone helps ensure the message is natural and clear.

Sample Accessibility Checklist for AI Disclosures

Requirement	Description	Implementation	Notes	Text Equivalents
All disclosures must have proper textual equivalents readable by screen readers.	Use semantic HTML and ARIA roles to label disclosure sections clearly.	First Interaction	Timing	Disclosure shown or read before AI interaction starts. Trigger announcements or visible text before input fields or voice prompts activate.
Focus Management	Disclosure elements are keyboard navigable and easily reachable. Ensure tab order includes the disclosure; use focus indicators.	Clear Language	Information	explained in plain, non-technical language. Avoid jargon like "AI" without explanation; describe capabilities and

limitations. Visible Contrast Visual disclosures meet contrast standards for low vision users. Follow WCAG guidelines for color contrast ratios.

Integrating AI Disclosures in Voice Product Interfaces

Voice products add another layer of complexity. Users interact without visual cues, so AI disclosures must be verbal and crafted to be informative yet concise.



Strategies include:

- Design a natural-sounding opening statement to inform users about AI involvement immediately.
- Allow users to ask questions about the system's AI nature or request human help.
- Use consistent phrasing to build user familiarity and trust.

From my experience delivering EU-compliant voice support, working closely with legal and accessibility teams ensures that these verbal notices pass muster with regulatory checklists like those from the **European Data Protection Supervisor**.

Conclusion

Meeting the **accessibility requirements** of the EU AI Act's Article 50 for AI disclosures is both a legal responsibility and a user experience imperative. Whether you are a **provider** like **Coruzant Technologies** or a deployer operating across borders, creating **screen reader disclosures** that are timely, clear, and distinguishable ensures users understand when they're engaging with AI-powered systems.

By focusing on accessibility from the start—ensuring that disclosures are fully compatible with screen readers and voice interfaces—you reduce support burdens, build trust, and align closely with guidelines from authorities such as the **European Commission** and the **European Data Protection Supervisor**.

Remember, great transparency means not only telling <https://coruzant.com/ai/ai-transparency-design-problem/> users about AI but doing so in a way that everyone can easily comprehend, regardless of how they interact with your product.