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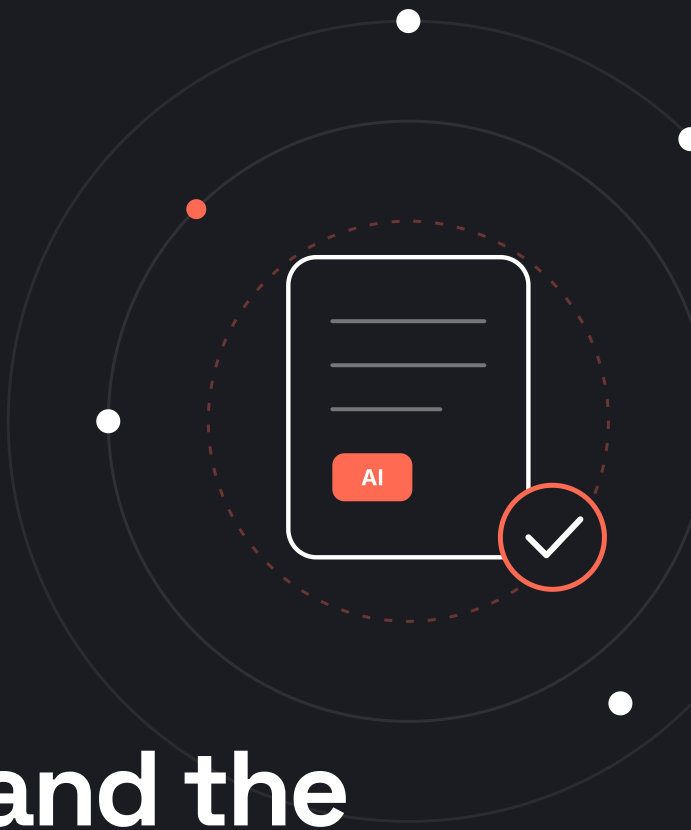
WHITE PAPER · 2026-2027 EDITION



AI in marketing and the AI Act: what an SME must do in 2026-2027

Mandatory AI literacy (Article 4), transparency for content and chatbots (Article 50), the timeline after the Digital Omnibus, GDPR, a register of AI tools and an AI policy: the practical guide for an SME marketing team.

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What you will find in this guide

This white paper is written for managing directors, marketing managers, DPOs and prevention advisers in SMEs that use ChatGPT, Claude, Gemini, Copilot, the creative tools of advertising platforms or Odoo's AI. Each term is explained the first time it appears and listed again in the glossary.

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HOW TO READ STATUSES AND EXAMPLES

Each rule carries a status: In force applies today, Adopted published in the Official Journal but applicable at a later date, Proposed text still under negotiation. Companies named "Example ..." are **fictitious**: they illustrate reasoning, not a real client.

DISCLAIMER

This guide is an **information document**. It is not legal advice and does not replace an analysis of your situation by a lawyer or your DPO. The texts cited were read on their official sources on 26 November 2026; they may change, and Commission guidelines do not bind the courts.

00 · EXECUTIVE SUMMARY

The essentials on one page

The AI Act is not primarily aimed at SMEs that draft posts with ChatGPT. But two of its articles concern every company that uses AI at work: Article 4 (train) and Article 50 (be transparent). The rest is a GDPR matter. Five decisions are enough to be in order.

01 · KNOW WHAT YOU USE

List the AI tools actually in use, by whom, with which data. That is the register of tools: without it, no rule can be checked.

02 · TRAIN AND KEEP A RECORD

Article 4 requires measures to support the AI literacy of your staff. No certificate is required; an internal training register is the simplest evidence.

03 · DISCLOSE AI WHEN THE LAW SAYS SO

A chatbot talking to your visitors, a deepfake, public-interest text published without human review: Article 50 requires you to say so, clearly, from the first contact.

04 · PROTECT CUSTOMER DATA

Business accounts, a data processing agreement, an up-to-date GDPR record, no sensitive data in an unapproved tool. The AI Act does not replace the GDPR.

05 · WRITE A SHORT AI POLICY

Ten rules on two pages: approved tools, forbidden data, human review, labelling, training, incidents. It turns decisions 1 to 4 into team habits.

Three facts to remember

Date	Fact	Source
2 February 2025	The AI literacy obligation (Article 4) applies. The Digital Omnibus rewrote it without removing it.	Regulations (EU) 2024/1689 and 2026/1744, EUR-Lex
2 August 2026	The Article 50 transparency obligations apply. The Commission's guidelines date from 20 July 2026.	European Commission
2 December 2026	End of the grace period for machine-readable marking (Article 50(2)) for generative tools already on the market before 2 August 2026.	Regulation (EU) 2026/1744, Article 111(4)

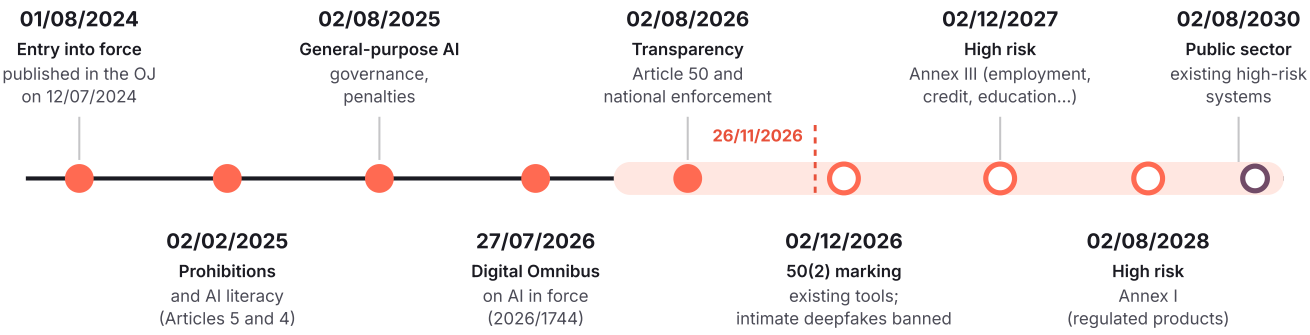
OUR VIEW

For an SME marketing team, AI Act compliance is mostly a matter of hygiene: knowing which tools are running, training the people who use them, reviewing before publishing and telling customers the truth when they are talking to a machine. It is also what protects your brand.

01 — CHAPTER 1

The AI Act timeline, from 2024 to 2030

The AI Act (Regulation (EU) 2024/1689) entered into force on 1 August 2024 but applies in stages. For a marketing team, the two dates that matter have already passed: February 2025 and August 2026.



Solid dots: already applicable · hollow dots: adopted dates, applicable later

Date	What applies	Status on 26/11/2026	For a marketing team
02/02/2025	Prohibited practices (Article 5), including manipulation and exploiting vulnerabilities; AI literacy (Article 4)	In force	Train the team; rule out any manipulative technique
02/08/2025	Rules for general-purpose AI models (GPAI), governance, penalty regime	In force	Mainly concerns OpenAI, Anthropic, Google, Mistral
02/08/2026	Transparency (Article 50); general application; enforcement by national authorities	In force	Chatbots, deepfakes, public-interest text
02/12/2026	Machine-readable marking for generative tools already on the market; new prohibitions on non-consensual intimate images	Adopted	Check that your tools mark their output
02/12/2027	High-risk systems in Annex III (instead of 02/08/2026 as originally planned)	Adopted	AI recruitment, consumer credit
02/08/2028	High-risk systems in Annex I (regulated products: machinery, toys, medical devices...)	Adopted	Rarely relevant

TO DO

Put two dates in the diary: 02/12/2026 (marking by your tools) and 02/12/2027 (high risk, if AI is used to recruit or to score individuals).

Source: Regulation (EU) 2024/1689, Article 113 (EUR-Lex, OJ of 12/07/2024); Regulation (EU) 2026/1744, Article 1, points 39 and 40, and Article 4 (OJ of 24/07/2026); Commission, AI Literacy Questions and Answers (updated 26/11/2026).

02 — CHAPTER 2

The Digital Omnibus: adopted for AI, proposed for data

"Digital Omnibus" refers to two different texts. The AI part is published law. The data, GDPR and cookies part is only a proposal. Confusing the two leads to mistakes in both directions.

AI OMNIBUS · REGULATION (EU) 2026/1744

In force Proposed on 19/11/2025, adopted on 08/07/2026, published in the OJ on 24/07/2026, in force since 27/07/2026.

DATA OMNIBUS · GDPR, EPRIVACY, COOKIES

Proposed Proposed on 19/11/2025. Council position on 21/10/2026; Parliament does not yet have its own. Current law applies.

What the AI Omnibus changed for an SME

Topic	Before (2024 text)	Since 27/07/2026
AI literacy (Art. 4)	Take measures to ensure, to their best extent, a sufficient level of AI literacy of staff	Take measures to support the AI literacy of staff, with no specific level required; Commission and Member States support SMEs
Marking (Art. 50(2))	Applicable on 02/08/2026 for all providers	Grace period to 02/12/2026 for generative tools placed on the market before 02/08/2026
High risk	02/08/2026 (Annex III) and 02/08/2027 (Annex I)	02/12/2027 (Annex III) and 02/08/2028 (Annex I)
Prohibitions	Eight practices prohibited since 02/02/2025	Added on 02/12/2026: realistic non-consensual intimate images of an identifiable person, child sexual abuse material
Penalties	For SMEs, the lower of the two caps (amount or percentage)	Rule extended to small mid-cap companies
Article 50 (1), (3), (4)	Chatbots, emotion recognition, deepfakes, public-interest text	**Unchanged**: applicable since 02/08/2026, with no extra time

What the data part could change, if adopted

According to the Council (21/10/2026), its position keeps the definition of personal data and adds purposes for which a cookie would no longer need consent. None of this applies yet: your banner and your GDPR legal bases do not change.

TO DO

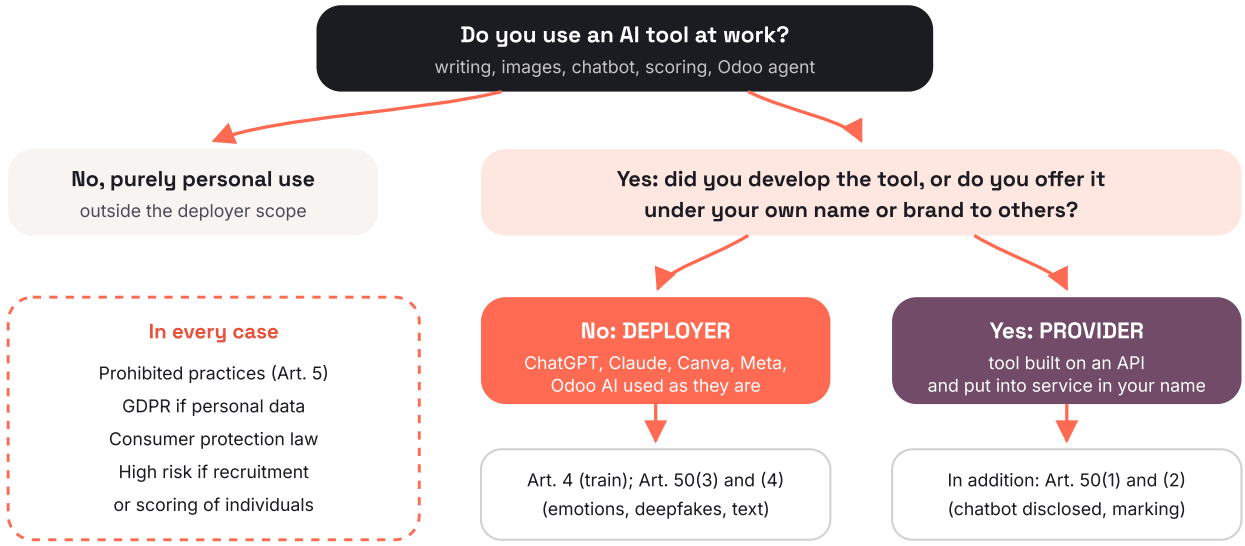
Correct any internal document that says the "AI Act has been postponed": only high risk has been. For the data part, wait for a text published in the Official Journal.

Source: Regulation (EU) 2026/1744 of 08/07/2026, OJ L of 24/07/2026 (EUR-Lex); European Parliament, legislative resolution of 16/06/2026 (P10_TA(2026)0198); Council of the EU, press release of 21/10/2026 "Digital rulebook: Council agrees position...".

03 — CHAPTER 3

Provider or deployer: where your SME stands

The AI Act allocates obligations by role. The **provider** develops an AI system and places it on the market under its own name. The **deployer** uses it under its authority, in a professional context. An SME that uses ChatGPT or Canva is a deployer; it can become a provider without realising it.



The four risk levels, applied to marketing

Level	Marketing examples	Consequence
Prohibited	Subliminal or manipulative techniques that distort a choice and cause significant harm; exploiting age or economic hardship; emotion recognition in the workplace	Rule out, since 02/02/2025
High risk	CV screening and recruitment; assessing an individual's creditworthiness	Heavy obligations from 02/12/2027
Transparency	Chatbot on the website, realistic synthetic voice or face, generated public-interest text	Inform (Article 50)
Minimal	Reviewed drafting help, headline ideas, reviewed translation, segmentation, email sorting	Article 4, GDPR and common sense

FICTITIOUS EXAMPLE

Example Joinery uses Claude for its posts and the AI agent of Odoo's live chat on its website: it is a deployer. If it has a quote assistant built on the OpenAI API, in its own name, and puts it online, it becomes the provider of that assistant: have this assessed by its adviser.

Source: Regulation (EU) 2024/1689, Articles 3(3), 3(4), 5, 6 and Annex III, 50 (EUR-Lex); Regulation (EU) 2026/1744, Article 1, point 7.

04 — CHAPTER 4

Article 4: train your teams and keep a record

AI literacy means using AI knowingly: what it does well, where it goes wrong, what risks it creates. The obligation has applied since 2 February 2025 and has been enforced since 2 August 2026.

> **Article 4, in substance: providers and deployers take measures to support the AI literacy of their staff and of the people who use AI on their behalf, without having to guarantee a specific level for each person.**

What the Commission says, and what it does not

YES

Take context into account

People's knowledge, experience and training, and the context of use. A copywriter and a developer do not have the same needs.

NO

No certificate

No certificate is required, and Article 4 does not require measuring each employee's knowledge. No specific level is guaranteed.

ADVISED

Keep a record

The Commission says organisations can keep an internal record of training and initiatives. It is your evidence in case of an inspection.

The scope covers **staff** and **other persons** who use AI on your behalf (freelancers, agency). The Commission mentions employees who write advertisements with ChatGPT: they must know its risks, such as hallucinations (false statements made with confidence).

The training plan by role

Role	Minimum content	Format	Frequency
Whole team	Language models, hallucinations, forbidden data, AI policy, who to contact	2-hour workshop	On arrival, then yearly
Marketing and content	Fact-checking, image rights, labelling (Article 50), bias	Workshop on your real cases	Every six months
Sales and customer service	AI live chat: transparency message, handover to a person, customer data	Demo and fact sheet	With each new tool
Odoo and tool administrators	Agent permissions, API keys, logging, prompt injection	Technical session	With each version
Management	Provider and deployer roles, timeline, GDPR, policy trade-offs	1-hour session	Yearly

Source: Regulation (EU) 2024/1689, Article 4, and Regulation (EU) 2026/1744, Article 1, point 5 (EUR-Lex); European Commission, AI Literacy, Questions & Answers (digital-strategy.ec.europa.eu, updated 26/11/2026). Quote: paraphrase of amended Article 4(1). Durations and frequencies: Nexuro proposal.

The training register template

A shared spreadsheet is enough. One row per training action and per person. Keep the materials, the attendance list and the version of the AI policy in force on the day of the session.

Date	Person or team	Role	Topic and tools covered	Format, duration	Evidence
15/01/2027	*Marketing team*	*Content*	*Policy v1, review, Article 50, ChatGPT Team*	*Workshop, 2 h*	*List, slides*
22/01/2027	*Customer service*	*Live chat*	*Odoo live chat AI agent, transparency message*	*Demo, 1 h*	*Signed sheet*

The first two rows are fictitious examples.

Six questions to check that training has landed

- **Data:** can the person name three types of data they will never put into an unapproved tool?
- **Hallucinations:** do they know how to check a figure or source suggested by AI before publishing it?
- **Transparency:** do they know when content or a chatbot must be disclosed as AI?
- **Rights:** do they know that a generated visual may reproduce a brand or a real person?
- **Escalation:** do they know whom to alert about an error or a data leak?
- **Tools:** do they know the list of approved tools and which account to use?

FICTITIOUS EXAMPLE

Example Estate Agency, eight people, trains the whole team in January, then the two marketing staff on labelling visuals. The register fits on one page; it is attached to the AI policy and reviewed yearly by management.

TO DO THIS MONTH

Schedule a basic workshop for the whole team, create the register and appoint an AI lead. Article 99 sets no specific fine for Article 4: Member States set the penalties. The real risk lies elsewhere: a published error, a data leak, a misled customer.

Source: European Commission, AI Literacy, Questions & Answers (internal record, no certificate, enforcement from 02/08/2026); Regulation (EU) 2024/1689, Article 99.

05 — CHAPTER 5

Article 50: label content, chatbots and deepfakes

Article 50 contains four transparency obligations. Two mainly concern tool providers, two concern whoever uses the tools. All have applied since 2 August 2026, except marking by tools already on the market (2 December 2026).

PROVIDER of the tool

50(1)

Chatbots

People must know they are talking to an AI, unless it is obvious.

From the first interaction.

In force 02/08/2026

50(2)

Marking

Generated text, images, audio and video marked in a machine-readable format and detectable.

Existing tools: 02/12/2026

DEPLOYER, often you

50(3)

Emotions, biometrics

Inform people exposed to an emotion recognition or biometric categorisation system.

In force 02/08/2026

50(4)

Deepfakes and text

Disclose a deepfake. Disclose text published to inform the public on matters of public interest, unless human review and editorial responsibility.

In force 02/08/2026

The concepts that decide

- **Deepfake**: generated or manipulated image, audio or video that resembles existing persons, objects, places or events and would falsely appear authentic. The provider's technical watermark is not enough: the disclosure must be visible to the person, at the latest at first exposure.
- **Evidently creative, satirical or fictional work**: disclosure is still due, but adapted so as not to spoil the work.
- **Public-interest text**: published, intended to inform, on a topic such as public health, politics or consumer safety. No disclosure where there has been substantive **human review** by a competent person who takes responsibility for it. A spell-check does not count.
- **"Obvious"**: judged from the viewpoint of an average person who is reasonably well informed and observant. The exception is read restrictively.
- **Backgrounds and effects**: according to the Commission, a generated background or special effect in standard production is unlikely to be deceptive.

Source: Regulation (EU) 2024/1689, Articles 3(60) and 50; Regulation (EU) 2026/1744, Article 1, points 20 and 39 (EUR-Lex); Commission, Guidelines on transparency obligations (20/07/2026) and FAQ Transparency obligations under Article 50 (updated 24/07/2026).

Your marketing use cases, one by one

Nexuro's reading of the texts and guidelines on 26/11/2026. Where a case is borderline, the "Recommendation" column goes beyond the law, out of caution and respect for the customer.

Use case	AI Act obligation	GDPR and other rules	Recommendation
Blog article or newsletter written with AI, reviewed	No disclosure required if substantive human review (50(4)); rarely "public interest"	Consumer law if claims are made	Named reviewer; optional disclosure set in the policy
Health, safety or finance text published without review	Disclosure required (50(4))	Sector rules	Do not publish without review
Generated advertising visual (product, setting)	Not a deepfake if nothing appears falsely authentic; case by case	No misleading advertising; copyright and trade marks	Never show a product other than as it is
Fake testimonial, fake customer, realistic voice or face of an existing person	Deepfake: disclosure required (50(4)); non-consensual intimate images banned from 02/12/2026	Image rights; unfair commercial practices	Ban it in the policy
Chatbot or AI live chat on the website	Disclose AI from the first message (50(1)); the provider's duty, sometimes yours	GDPR information, retention period	Clear welcome message and a "talk to a person" button
Odoo live chat AI agent that creates leads	As for the chatbot; Article 4 for the team that configures it	Legal basis, information, processing agreement	Human approval before any offer
B2B lead scoring, segmentation	No Article 50; not high risk in B2B	Profiling: information, right to object (Art. 21)	Explain the criteria to the sales team
Scoring of individuals (credit, financing)	High risk (Annex III) from 02/12/2027	GDPR Article 22: automated decision	Final decision by a person
Emotion analysis on video (shop, webinar)	Inform (50(3)); prohibited in the workplace	Biometric data: strict regime	Avoid
Odoo agents and automations (follow-ups, quotes)	Article 4; Article 50(1) if the agent writes to customers on its own	Access rights, logging, security	The agent prepares, a person approves
Automatic creatives from advertising platforms	The platform is the provider; you publish	The platform's advertising policies	Review every generated variant

TO DO

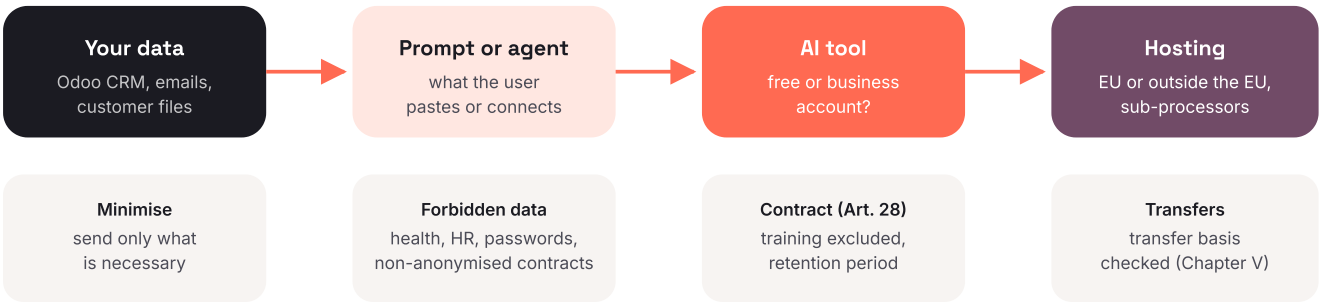
Write your transparency message once, in French, Dutch and English, and use it everywhere: "You are chatting with a virtual assistant. A member of our team can take over the conversation at any time."

Source: Regulation (EU) 2024/1689, Articles 5, 6, 50 and Annex III; Regulation (EU) 2016/679 (GDPR), Articles 21 and 22; Commission, Guidelines on transparency obligations (20/07/2026); Odoo 20 release notes (live chat AI agent). Information, not legal advice.

06 — CHAPTER 6

GDPR and AI: customer data, prompts, processors

The AI Act says it itself: it does not affect the GDPR. As soon as a prompt contains a name, an email address or a purchase history, you are processing personal data, with all the usual obligations.



Six GDPR obligations that remain yours

Obligation	What it means with AI
Legal basis (Art. 6)	Each use of customer data in an AI tool has a basis: contract, documented legitimate interest, consent. For model development, the EDPB sets out the three-step legitimate interest test (Opinion 28/2024).
Information (Art. 13 and 14)	Your privacy policy mentions the AI tools that process customer or visitor data, including the chatbot.
Processors (Art. 28)	A data processing agreement (DPA) with each provider. Business plans often include one; free personal accounts generally do not.
Records (Art. 30)	Processing that uses AI appears in your record of processing activities, with its processors.
Automated decisions (Art. 22)	No decision with legal or similarly significant effects without human involvement, except in regulated exceptions.
Impact assessment (Art. 35)	Required where processing is likely to result in a high risk: large-scale profiling, sensitive data, monitoring.

IN BELGIUM

The Data Protection Authority (APD/GBA) has published a brochure on AI systems and the GDPR (September 2024) and launched an "AI & Data Protection" series on 13/04/2026. The market surveillance authority for the AI Act had not been formally designated on 26/11/2026; Belgian press names the BIPT as the likely choice (to be checked).

Source: Regulation (EU) 2016/679, Articles 6, 13, 14, 22, 28, 30, 35 and Chapter V; Regulation (EU) 2024/1689, Article 2(7) as amended by Regulation (EU) 2026/1744; EDPB, Opinion 28/2024 of 17/12/2024; APD, brochure of 19/09/2024 and series of 13/04/2026; VRT NWS, 29/07/2026 (press).

07 — CHAPTER 7

The register of AI tools and shadow AI

Shadow AI is the use of AI tools the company has not approved: a free personal account, a browser extension, an image generator found the day before. It is not ill will; it is the absence of a system. The register makes it visible.

The tool × data × risk matrix

	Public data	Internal data	Customer or sensitive data
Personal account free, not approved	Tolerated, with review	Avoid	Forbidden
Business account contract, DPA	Allowed	Allowed	Allowed if minimised and in the register
Approved built-in tool Odoo, CRM, permissions	Allowed	Allowed	Allowed per permissions and logging

Grid proposed by Nexuro, to adapt in your policy. Terms of use change: at Anthropic, for example, Free, Pro and Max accounts may be used for training unless the user opts out since 28/08/2025, whereas Team, Enterprise and API accounts are excluded. Check each tool on the date of your review.

The register of tools template

Tool and plan	Use	Users	Data allowed	AI Act role	Art. 50	DPA, hosting	Review
Claude Team	*Writing, analysis*	*Marketing*	*Internal, minimised customer data*	*Deployer*	*Review*	*Yes, to check*	*06/2027*
Odoo AI live chat	*Visitor welcome*	*Customer service*	*Visitor messages*	*Deployer*	*50(1) shown*	*Odoo contract*	*06/2027*

TO DO

Ask each person, without blame, which AI tools they really use, with which account and for what. Fill in the register with the answers, then decide tool by tool: approve, replace with a business account, or withdraw.

Source: Anthropic, Updates to our Consumer Terms (terms applicable since 28/08/2025, checked on 25/11/2026); Regulation (EU) 2016/679, Articles 28 and 30. Example rows are fictitious.

08 — CHAPTER 8

The AI policy in ten rules

An AI policy fits on two pages. It says what is allowed, what is forbidden and who decides. Here is the outline, rule by rule, with what each section should contain.

RULE 01 · SCOPE
Who the policy applies to: employees, freelancers, interns, agency. Date, version, owner.

RULE 02 · APPROVED TOOLS
The list taken from the register, with the account to use. Any new tool goes through the AI lead.

RULE 03 · FORBIDDEN DATA
Health and HR data, passwords, contracts and full customer files outside an approved tool. With concrete examples.

RULE 04 · HUMAN REVIEW
Nothing is published or sent without review by a named person, who checks facts, figures and sources.

RULE 05 · TRANSPARENCY
Chatbots disclosed, deepfakes declared, standard message in FR, NL, EN. What the company chooses to label beyond the law.

RULE 06 · WHAT WE DO NOT DO
Fake reviews, fake testimonials, imitating a real person, manipulative techniques, emotion analysis.

RULE 07 · OWNERSHIP AND RIGHTS
Trade marks, faces, artists' styles, third-party content: when to ask the owner of the policy.

RULE 08 · AGENTS AND AUTOMATIONS
Minimum permissions, read-only by default, logging; the agent prepares, a person approves.

RULE 09 · TRAINING
The plan by role and the training register (Article 4). How often it is updated.

RULE 10 · INCIDENTS AND REVIEW
Whom to alert after a published error or a leak; notification to the APD within 72 hours if a data breach presents a risk; yearly review of the policy.

FICTITIOUS EXAMPLE

Example Home Decor Shop (five people, Odoo webshop) adopts the policy in one meeting. Rule 3: no complete customer order in an AI tool; rule 4: every generated product page is reviewed by the manager.

AT NEXURO

We use AI every day, with business accounts and one rule: human approval before anything is sent or published. This white paper was drafted with the help of AI, then checked and reviewed by the team.

Source: Structure proposed by Nexuro. Regulation (EU) 2016/679, Article 33 (72-hour notification); Regulation (EU) 2024/1689, Articles 4, 5 and 50.

ACTION PLAN

Action plan in 30, 60 and 90 days

Three months are enough to move from scattered usage to a written framework that the team knows and that can be checked.

30 d

See

- Appoint an AI lead and a sponsor in management.
- List the tools actually used, without blame.
- Fill in the register of tools.
- Determine your role (deployer or provider) tool by tool.
- Spot Article 50 cases: chatbot, realistic visuals, published text.

Deliverable: a complete, approved register of tools.

60 d

Frame

- Write the AI policy in ten rules.
- Move usage to business accounts.
- Check DPAs and update the GDPR record.
- Show the transparency message on the chatbot.
- Update the privacy policy.

Deliverable: a signed policy and compliant tools.

90 d

Train and sustain

- Run the basic workshop for the whole team.
- Run the role-based workshops.
- Fill in the training register.
- Set the yearly review of the policy.
- Plan the marking check and the high-risk review (02/12/2027).

Deliverable: a trained team and a written record.

Who does what

Activity	Management	AI lead	Marketing	DPO or adviser	Agency
Register of tools	A	R	C	C	I
AI Act role assessment	A	R	I	C	C
AI policy	A	R	C	C	C
Accounts, DPAs, GDPR record	A	C	I	R	I
Transparency (chatbot, content)	I	A	R	C	R
Training and register	A	R	C	I	C

R: responsible. A: accountable. C: consulted. I: informed. In a small SME, the AI lead can be the managing director; the DPO can be an external adviser.

TOOL

The checklist in 24 points

Print this page. Tick what is in place. Each empty box is an action for your 90-day plan.

GOVERNANCE

- ☐ 01 An AI lead is appointed and known to the team.
- ☐ 02 Management has approved the AI policy, dated and versioned.
- ☐ 03 The company's role (deployer or provider) is assessed per tool.
- ☐ 04 No use falls under a prohibited practice (Article 5).
- ☐ 05 High-risk uses (recruitment, credit) are identified.
- ☐ 06 The dates 02/12/2026 and 02/12/2027 are in the diary.

TOOLS AND DATA

- ☐ 07 The register of AI tools is complete and up to date.
- ☐ 08 Usage goes through business accounts.
- ☐ 09 A DPA is signed with each provider that processes data.
- ☐ 10 Exclusion from training is checked for each account.
- ☐ 11 Forbidden data is listed with examples.
- ☐ 12 The GDPR record includes processing that uses AI.
- ☐ 13 Odoo agents have minimum permissions and are logged.

TRANSPARENCY

- ☐ 14 The chatbot discloses AI from the first message.
- ☐ 15 A handover to a person is always possible.
- ☐ 16 Deepfakes are banned or disclosed.
- ☐ 17 Every piece of published content has a named reviewer.
- ☐ 18 The privacy policy mentions the AI tools.
- ☐ 19 Marking by your generative tools has been checked.

TRAINING AND FOLLOW-UP

- ☐ 20 The whole team has attended the basic workshop.
- ☐ 21 Each role has had its own training.
- ☐ 22 The training register is kept and archived.
- ☐ 23 An incident procedure exists (published error, leak).
- ☐ 24 The policy and the register are reviewed yearly.

GLOSSARY

AI Act terms, in plain words

AI Act
Regulation (EU) 2024/1689 on artificial intelligence, in force since 01/08/2024 and applied in stages until 2030.

AI agent
An assistant that acts in your software (reading a record, preparing a quote, creating a task) instead of only writing text.

AI literacy
Skills and knowledge to use AI knowingly (Article 4).

AI policy
A short internal document that sets approved tools, forbidden data, review and training.

APD/GBA
Belgium's Data Protection Authority, which supervises the GDPR.

BIPT
Belgian Institute for Postal Services and Telecommunications, the likely AI Act market surveillance authority in Belgium.

Chatbot
A program that converses with a person, in writing or by voice. It must disclose that it is an AI (Article 50(1)).

Deepfake
Generated or manipulated image, audio or video that resembles existing reality and would falsely appear authentic.

Deployer
A person or company that uses an AI system under its authority, in a professional context.

Digital Omnibus
The Commission's simplification package: AI part adopted (2026/1744), data and cookies part proposed.

DPA
Data Processing Agreement, required by Article 28 of the GDPR.

EDPB
European Data Protection Board, which brings together national authorities such as the APD.

GDPR
Regulation (EU) 2016/679 on the protection of personal data.

GPAI
General-purpose AI model, such as those from OpenAI, Anthropic, Google or Mistral.

Hallucination
A false statement produced confidently by an AI: an invented figure, source or quote.

High risk
Category of systems subject to heavy obligations (Annexes I and III), applicable in 2027 and 2028.

Marking
A machine-readable signal embedded in generated content to make it detectable (Article 50(2)).

Processor
A supplier that processes personal data on your behalf, such as an AI tool vendor.

Prompt
The instruction or question given to an AI tool, with whatever is pasted into it.

Prompt injection
A hidden instruction in content (page, email, document) designed to hijack an AI agent.

Provider
Whoever develops an AI system, or has it developed, and places it on the market or puts it into service under its own name.

Register of tools
The list of AI tools used, by whom, for what, with which data.

Shadow AI
Use of AI tools the company has not approved, often with personal accounts.

ABOUT

Nexuro frames AI in your marketing

Nexuro is a performance marketing agency and Official Odoo Partner based in Chaumont-Gistoux. We support SMEs in Belgium, France and Luxembourg with SEO, GEO, online advertising, data, AI and Odoo.



The agency was founded by two brothers. **Timothy Jacqmin**, Co-Founder Acquisition & Growth, leads acquisition and growth. **Bryan Jacqmin**, Co-Founder Web, Data & CRM, leads web, data and CRM. You speak directly to one of them, and you keep ownership of all your accounts.

AI policy and training, in three steps

1
Register
Your real usage, your tools, your AI Act roles, without blame.

2
Policy
Written with you, with business accounts and shared skills.

3
Training
By role, on your real cases, with the training register.

Odoo 19 Functional Certification · Timothy Jacqmin
Certification no. **0001080063**, issued by Odoo S.A. on 03/04/2026.

Odoo 19 Functional Certification · Bryan Jacqmin
Certification no. **0001080044**, issued by Odoo S.A. on 03/04/2026. Nexuro is an Official Odoo Partner and a Cookiebot Certified Partner.

Frame AI in your company

We write your AI policy with you, set up an environment with business accounts and train your teams, with a written record for Article 4. Timothy or Bryan replies within 24 hours.

AI policy and training — **nexuro-digital.com/en/charte-ia-formation**

Would you rather start with a look at your website, chatbot and measurement? **nexuro-digital.com/en/audit-gratuit**

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Facts checked against the sources below on 26 November 2026. EU texts and their guidelines change: check the version in force on EUR-Lex before deciding.

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