

# AI Transparency Notice

**linkeme.ai** -- Easylab AI (TLI S.A.)

**Document:** AI Transparency Notice (Article 50, EU AI Act)

**Version:** 1.0

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**Classification:** Public

## 1. Purpose

This document fulfills the transparency obligations under Article 50 of the EU AI Act (Regulation 2024/1689). It provides a complete inventory of the AI systems deployed by linkeme.ai, their capabilities, limitations, and the measures taken to ensure responsible use.

## 2. Entity Information

<b>Entity</b>	Easylab AI (TLI S.A.)
<b>Role</b>	Deployer of AI systems (not provider)
<b>Address</b>	55 allée de la poudrerie, L-1899 Luxembourg
<b>Contact</b>	ai-governance@linkeme.ai
<b>Service</b>	linkeme.ai -- AI-powered social media content generation

## 3. AI Systems Inventory

### 3.1 Text Generation

Provider	Model	Purpose	Access
Anthropic	Claude 3.5 Sonnet / Claude 4	Primary text generation for social media posts, captions, content ideas	Via OpenRouter API
OpenAI	GPT-4o-mini	Secondary text generation, idea generation	Via OpenRouter API

**Capabilities:** Generate social media posts in 6 languages (EN, FR, DE, ES, RU, UK), adapt content to platform-specific formats (LinkedIn, Instagram, Facebook, X, Threads, TikTok), maintain brand voice consistency.

**Limitations:** Generated text may occasionally contain factual inaccuracies. Content requires human review before publication. Models may not capture latest events or niche industry developments.

### 3.2 Image Generation

Provider	Model	Purpose	Access
Stability AI	Nano Banana	Generate branded images for social media posts	Direct API

**Capabilities:** Create visual content with brand colors, logos, and consistent styling. Generate images suitable for various social media formats.

**Limitations:** May not perfectly reproduce complex logos or brand elements. Text rendering in images may be imprecise. Generated images should be reviewed before publication.

### 3.3 Video Generation

Provider	Model	Purpose	Access
Google DeepMind	Veo 3.1	Generate short-form video content	Via FAL.ai API

**Capabilities:** Create short videos (5-15 seconds) with AI-generated visuals from text descriptions, suitable for TikTok, Instagram Reels, and YouTube Shorts.

**Limitations:** Limited to short-form content. May contain visual artifacts. Does not generate audio/voice. Videos require user review and approval before publication.

### 3.4 Research and Trends

Provider	Model	Purpose	Access
Perplexity AI	Sonar	Research current trends, news, and topics for content generation	Direct API

**Capabilities:** Identify trending topics relevant to the user's industry, find current news for timely content creation.

**Limitations:** Trend data may lag real-time events. Research results are used as input for content generation, not published directly.

### 3.5 Content Extraction

Provider	Model	Purpose	Access
Firecrawl			

	Web Crawler	Extract and analyze website content during onboarding	Direct API
Jina AI	Reader	Content extraction fallback	Direct API

**Capabilities:** Analyze user's website to understand brand identity, products, services, and tone of voice for content generation alignment.

**Limitations:** Extraction limited to publicly accessible web pages. May not capture all nuances of brand identity from website alone.

## 4. Article 50 Compliance

In accordance with Article 50 of the EU AI Act:

- Users are clearly informed within the linkeme.ai platform that content is generated with AI assistance.
- The platform interface indicates AI-generated status for all content.
- Users retain full control over whether to publish AI-generated content.
- Users are responsible for adding AI disclosure labels to published content as required by platform policies or industry regulations.

**Note:** linkeme.ai does not automatically add AI disclosure labels to content published on social media platforms. This is intentionally left as the user's decision, as disclosure requirements vary by platform, jurisdiction, and industry.

## 5. Data Flow Summary

When generating content, the following data is sent to AI providers:

- Brand description and company information (provided during onboarding)
- Website content (extracted during onboarding, cached locally)
- Previous post history (for style consistency)
- User-provided content guidelines and preferences

### **Data NOT sent to AI providers:**

- Social media access tokens (encrypted with AES-256-GCM, never transmitted to AI APIs)
- Personal data of end users' customers or employees
- Payment or billing information
- Authentication credentials

## 6. Review and Updates

This document is reviewed quarterly and updated whenever:

- New AI systems are integrated or existing ones replaced
- Significant changes are made to AI system usage
- Regulatory requirements change