AI disclosure, platform by platform

Find your disclosure floor, then reuse the wording. Read 26 Oct 2026.

Every place you publish applies. The strictest requirement wins.

Where you publish	Your own voiceover clone	Clean-up only	AI music	AI-written notes
Apple Podcasts	Say + write	Silent	Say + write	Silent
YouTube	Not needed	Not needed	Unclear	Silent
Spotify	Silent	Silent	Silent	Silent
Instagram clips	Label	Silent	Label	Silent
TikTok clips	Label	Unclear	Unclear	Silent
Acast	Say + write	Not needed	Unclear	Silent
Podbean built-in AI tools only	Write	Not needed	Silent	Write

Say + write: a line in audio, episode and show descriptions. Label: the platform's AI label when posting. Write: a line in notes or description. Silent: no rule found, not permission. Not needed: exempt. Unclear: unresolved.

EU law reaches foreseeable EU listeners. Open internet posts count; see page 2.

→ Publishing on Apple? Say + write for your clone or AI music. Add clip labels.

Three lines to reuse, only when accurate

Music **"AI generated this episode's theme music."** Apple: audio, episode and show descriptions.

Notes **"AI drafted these notes; our editor checked them against the episode."** Podbean built-in AI: beside notes, "checked" only after real review.

Clip **"This clip uses an AI version of the host's own voice."** EU: say it at the start, label it where a screen shows, add Meta's label.

Not legal advice.

A host's advice doesn't travel. RSS.com now has you label your own clone, but not AI background music or a short intro bumper. Apple's rule covers AI-generated audio with no exception.

→ Follow each destination's rule, not just your host's general advice.

Cloned presenters are EU deepfakes

Disclose by first exposure, with an opening spoken line for a cloned real voice and a label where a screen shows.

Clean-up needs no label if the words and delivery stay unchanged.

The voluntary code calls for reminders in long audio, at least after interruptions.

→ Add reminders in long audio and after ads.

Another person's voice needs written consent

Podbean requires express written consent even with outside tools. Spotify removes unauthorized creator replicas despite AI labels, except some parodies.

→ Get written consent before cloning anyone else's voice.

Tell them before someone else does

In a 2025 tax-advice study of 195 US online panelists, disclosing AI cost some trust, and being exposed cost nearly twice as much.

→ Disclose AI early, in one plain line.

Artist-style AI music needs disclosure in the EU

AI music mimicking real artists' styles is a deepfake requiring disclosure.

→ Disclose artist-style AI music.

Acast can still refuse a mainly AI show

Disclosure does not guarantee acceptance. Acast can remove or demonetize mainly AI shows, and requires say + write when AI music is a material portion.

→ Ask Acast before funding a synthetic show.

Sources: Apple · YouTube · Spotify rules · Spotify creator guidelines · Meta · TikTok · Acast · Podbean AUP · Podbean Master Terms · RSS.com · EU AI Act, Article 50 · EU transparency guidelines · EU voluntary code · Schilke & Reimann study

Rules read 26 Oct 2026. Not legal advice.