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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB 45438-2025

**Cybersecurity technology - Labeling method for content
generated by artificial intelligence**

网络安全技术 人工智能生成合成内容标识方法

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Foreword

This document is in accordance with the provisions of GB/T 1.1-2020 "Guidelines for standardization work Part

1. Structure and drafting rules for standardization documents" Drafting. Please note that some of the contents of this document may involve patents. The issuing organization of this document does not assume the responsibility for identifying patents. This document is proposed and coordinated by the Office of the Central Cyberspace Affairs Commission.

In order to regulate the labeling activities of synthetic content generated by artificial intelligence by providers of synthetic services and content dissemination services, according to The "Measures for the Identification of Synthetic Content Generated by Artificial Intelligence" and other relevant laws and regulations have formulated explicit and implicit identification of synthetic content generated by artificial intelligence. Identify methods and standards to support the effective implementation of relevant laws and regulations. Cybersecurity Technology Artificial Intelligence Generated Synthetic Content Identification Method

1 Scope

GB 45438-2025 is the Chinese national standard on cybersecurity technology - labeling method for content generated by artificial intelligence, in the field of information technology. It carries no /T suffix, which in the Chinese system means compliance is mandatory: a product or a practice within its scope has to meet it to be lawfully made, sold or carried out in China. It was issued on 28 February 2025 by the State Administration for Market Regulation; Standardization Administration of China, and has been in force since 1 September 2025. Classification: ICS 35.030, CCS L80. This page is published from the official record of the standard held by the Chinese standards administration: the identification, the dates, the classification and the issuing body are taken from there. The

clause text, the tables and the numeric limits are in the document itself, which is delivered complete in English translation.

This document specifies a method for identifying synthetic content generated by artificial intelligence. This document applies to generation and synthesis service providers and content dissemination service providers who carry out AI-generated synthetic content identification activities.

2 Normative references

The contents of the following documents constitute essential clauses of this document through normative references in this document. For referenced documents without a date, only the version corresponding to that date applies to this document; for referenced documents without a date, the latest version (including all amendments) applies to This document.

GB 18030-2022 Information technology Chinese coded character set

3 Terms and definitions

The following terms and definitions apply to this document.

3.1 Text, pictures, audio, video, virtual scenes and other information generated and synthesized using artificial intelligence technology.

3.2 Logo Information indicating that certain content is artificial intelligence-generated synthetic content (3.1). NOTE. The identification may include information such as the generation and synthesis service provider and the content dissemination service provider.

3.3 explicitlabel Added in artificial intelligence generated synthetic content or interactive scene interface, presented in the form of text, sound, graphics, etc. and can be understood by users Visible identification.

3.4 Implicit label implicitlabel Technical measures are taken to add logos that are not easily perceived by users to the data of synthetic content files generated by artificial intelligence.

3.5 File metadata filemetadata Descriptive data embedded in a file in a specific encoding format to record information such as the file's source, attributes, purpose, and copyright.