

Etsy AI Disclosure Checklist

Run every AI-assisted listing through this before you hit Publish. It's built from Etsy's own policy pages, and every rule links to its source on page 2.

Last checked: Oct 20, 2026 · Not legal advice · Live rule changes: getshopstack.com/etsy-ai-rules

"Sellers must disclose within their listing description if an item is created with the use of AI."

Etsy Seller Handbook: What is Etsy's stance on AI creations? [1]

01 Does the rule apply to this item?

- ☐ **AI generated or helped create the item itself** (artwork, pattern, illustration or design)? Then disclose. Etsy puts seller-prompted AI creations under "Designed by a seller" and requires disclosure [1][2].
- ☐ **You're selling finished artwork, not just prompts.** Etsy doesn't allow AI prompt bundles sold on their own without the finished artwork [1].
- ☐ **No AI-generated nudity or sexual content** outside Etsy's Prohibited Items Policy, and nothing that infringes someone's privacy, publicity or personal rights [1].
- ☐ **Your AI or design tool's plan allows selling.** Some free plans are personal use only. Kittl Free and Mockey Free are marked that way on their pricing pages [8][9].

02 Write the disclosure in the description

- ☐ **It's in the listing description**, on every AI listing. That's where Etsy says it goes [1]. A shop announcement or About section alone doesn't match Etsy's wording.
- ☐ **One or two plain sentences:** what AI did, and what you did (edits, colour work, choosing the final design). Etsy doesn't give required wording [1][2].
- ☐ **It's near the top**, not buried under care instructions. (*Our suggestion. Etsy only says "within their listing description."*)
- ☐ **Listing form option:** sellers report a "Created by an AI generator" option in the listing form. We haven't found an Etsy announcement for it, so if you see it, answer it honestly *and* keep the description line [7].

03 Print-on-demand? Add your production partner

- ☐ **Partner added in Shop Manager:** Settings → Partners you work with → Add a new production partner. You can hide the company name and use a title like "Apparel printer" [3].
- ☐ **Partner selected on each listing** in the Production partners section, or bulk-edit from Listings → Editing options → Change production partners [3].
- ☐ **Shipping location matches** where the partner ships from [3].

04 Check your photos and mockups

- ☐ **Photos follow Etsy's image rules:** your own photos, not stock photos or artistic renderings. Etsy allows limited exceptions for custom items and items made with a production partner [4].
- ☐ **AI backgrounds or edits are mentioned** if your product photos use them, and the photos still show the real item accurately. *(Our suggestion, based on Etsy's rule that photos accurately represent the item [4].)*
- ☐ **Realistic AI-generated people in mockups or ads?** New York's law on AI "synthetic performers" in ads took effect June 9, 2026. It's a state law, not an Etsy rule. Printful's help center lists marketplace listing mockups as "likely in scope" and says the ad's creator (you) is responsible for the disclosure [5][6].

Printful lists penalties of USD 1,000 for a first violation and USD 5,000 for each one after [5].

05 Wording you can adapt

Our suggestions, not Etsy's text. Change them so they describe how you actually made the item.

- "This design was created with the help of AI tools from my own prompts, then edited by me."
- "The artwork for this print was generated with AI from my original prompts. I chose, edited and color-corrected the final design. Printed and shipped by my print-on-demand production partner."
- "Product images include AI-generated backgrounds. The first photo shows the actual product."
- "The model in the product photos is AI-generated."

06 Last check before Publish

- ☐ Disclosure line is in the description, and it's accurate for **this** listing.
- ☐ Production partner is selected (POD only).
- ☐ Mockups with AI-generated people are labelled.
- ☐ You saved a note of which AI tools and plan you used, in case a buyer asks. *(Our suggestion.)*

Sources (Etsy's own pages first)

1. Etsy Seller Handbook: What is Etsy's stance on AI creations? etsy.com/seller-handbook/article/1275449912004
2. Etsy Help: What Can I Sell on Etsy? help.etsy.com/hc/en-us/articles/360024112614
3. Etsy Help: Working with Production Partners on Etsy help.etsy.com/hc/en-us/articles/360000336547
4. Etsy Seller Policy etsy.com/legal/sellers and Listing Image Requirements etsy.com/legal/policy/listing-image-requirements
5. Printful Help: Do I need to disclose that my mockups show AI-generated models? help.printful.com
6. NY Governor's office: law requiring disclosure of AI in ads (June 9, 2026) governor.ny.gov
7. r/EtsySellers discussion of the listing-form AI option (April 2026, seller reports, not Etsy) reddit.com/r/EtsySellers
8. Kittl pricing and licensing FAQ kittl.com/pricing · 9. Mockey pricing mockey.ai/pricing

Not legal advice. Etsy's own pages win if anything here differs. Rules change, so check the live tracker at getshopstack.com/etsy-ai-rules.
Not affiliated with Etsy. ShopStack AI is an independent site. It is not affiliated with, endorsed by, or sponsored by Etsy, Inc. Etsy is a trademark of Etsy, Inc.