

**C L I F F O R D**  
**C H A N C E**

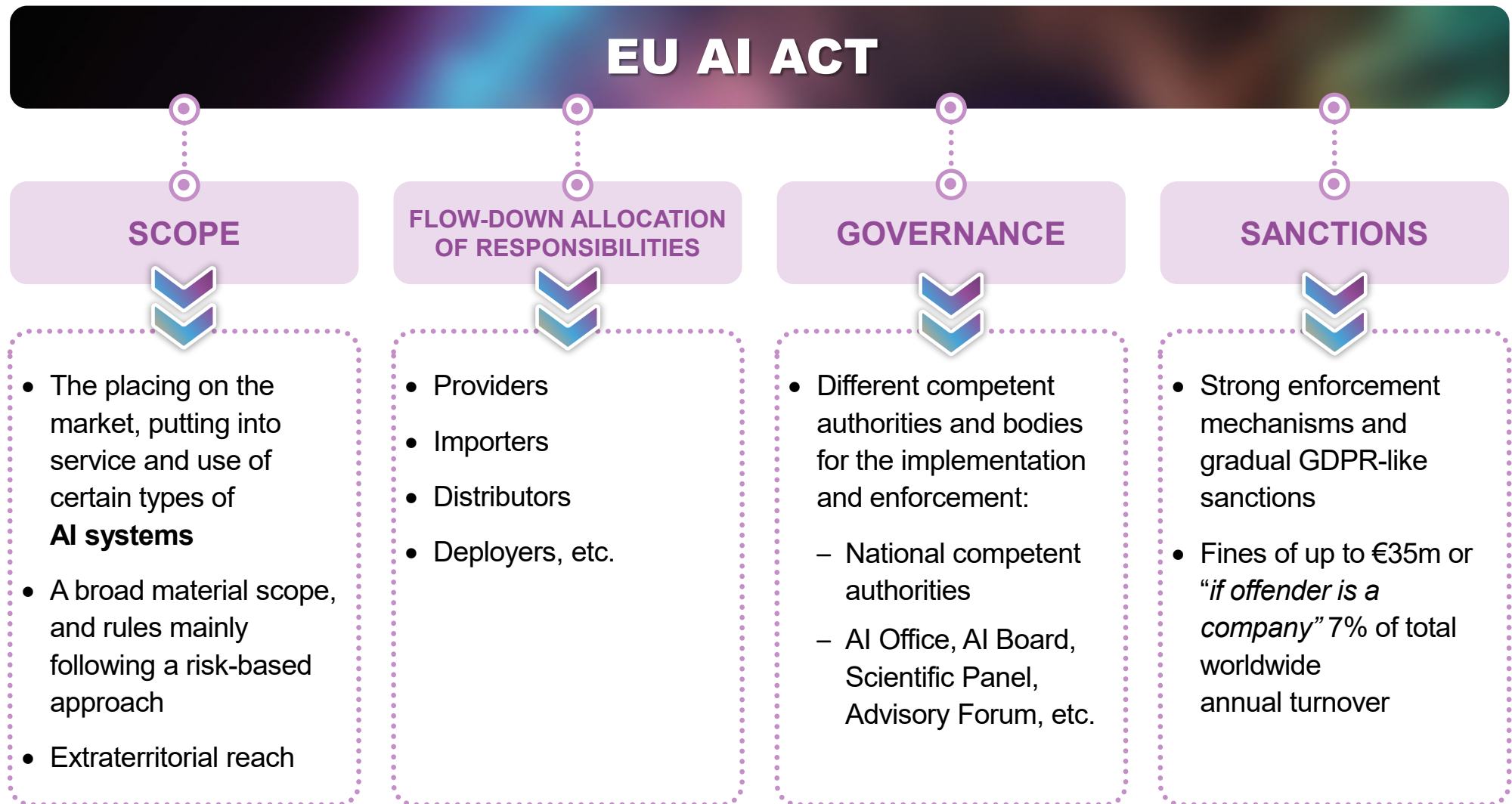


**IBA BARCELONA – AI PANEL**  
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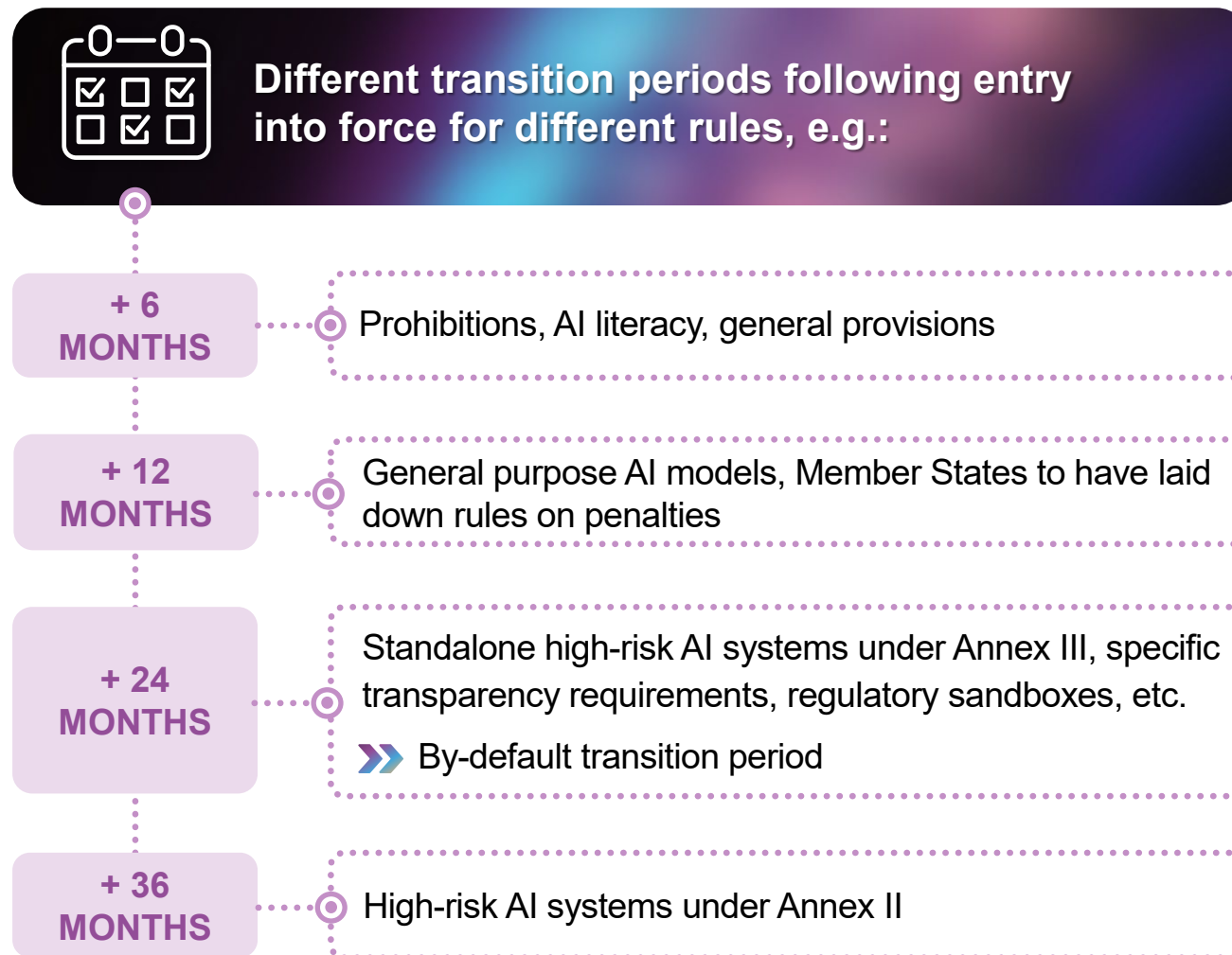
# **AI LEGAL REGULATORY FRAMEWORK:**

## **EU OVERVIEW – AI ACT**



# EU AI ACT

## WHEN ARE THE NEW RULES EXPECTED TO APPLY?



### OTHER KEY POINTS TO WATCH

- **Specific rules re AI systems / models already on the market or in-service**
  - e.g., re general purpose AI models, providers to take necessary steps to comply by **+ 36 months**
- **Specific 1 year grace period for fines on general purpose AI**

# EU AI ACT: RISK-BASED APPROACH?



## UNACCEPTABLE RISK

### Prohibited practices

- Subliminal/manipulative techniques / exploiting vulnerabilities
- Biometric categorisation to infer race, political opinions, sexual orientation, etc.
- Social scoring
- 'Real-time' remote biometric identification in public spaces for law enforcement subject to exceptions
- Assessing or predicting risk of a person committing a criminal offence, based on profiling or assessing personality
- Creating or expanding facial recognition databases through untargeted scraping of images from the internet or CCTV
- Emotion recognition in the workplace or education institutions subject to exceptions for medical and safety reasons



## HIGH RISK

### Core of the AI Act Specific obligations

- AI systems that are products or safety components of products covered by specific sectoral legislation and subject to a third-party conformity assessment
- Stand-alone AI systems listed in Annex III (see next slide)



## SPECIFIC RISK

### Specific transparency requirements

- AI systems intended to directly interact with natural persons (e.g., chatbots)
- Generative AI systems
- Emotion recognition and biometric categorisation systems
- Deepfakes
- AI systems generating or manipulating text published to inform on public interest matters

## EXAMPLES

### Dedicated rules to regulate general purpose AI models

- Horizontal requirements for all general purpose AI models
- Additional requirements for general-purpose AI models with systemic risks

### Requirements for all AI systems?

- AI literacy
- General ethical principles?



# THANK YOU FOR YOUR ATTENTION.



**YOUR CONTACT FOR  
FURTHER QUESTIONS:**

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