

Introduction to The EU AI Act



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The Dawn of Artificial Intelligence



Widespread adoption amidst global wave of hysteria in 2024/2025



AI has the potential to greatly benefit humanity:

- Use in medical diagnostics
- Optimizing energy use & resource management
- Efficiency in business



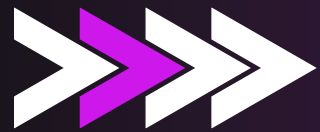
Significant Risks:

- Human rights
- Cybersecurity / data privacy
- Environmental
- Job losses
- Hallucinations
- Existential

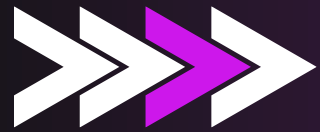
The EU AI Act



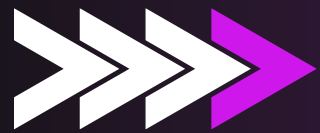
Regulation



Aims to ensure that AI systems **placed onto the EU Market** or used within the EU are: safe, trustworthy, transparent and respect fundamental rights.



Regulated by National Competent Authorities + the EU AI Office



Gradual Implementation



Risk Based Approach / Proportionality

Risk Based Approach

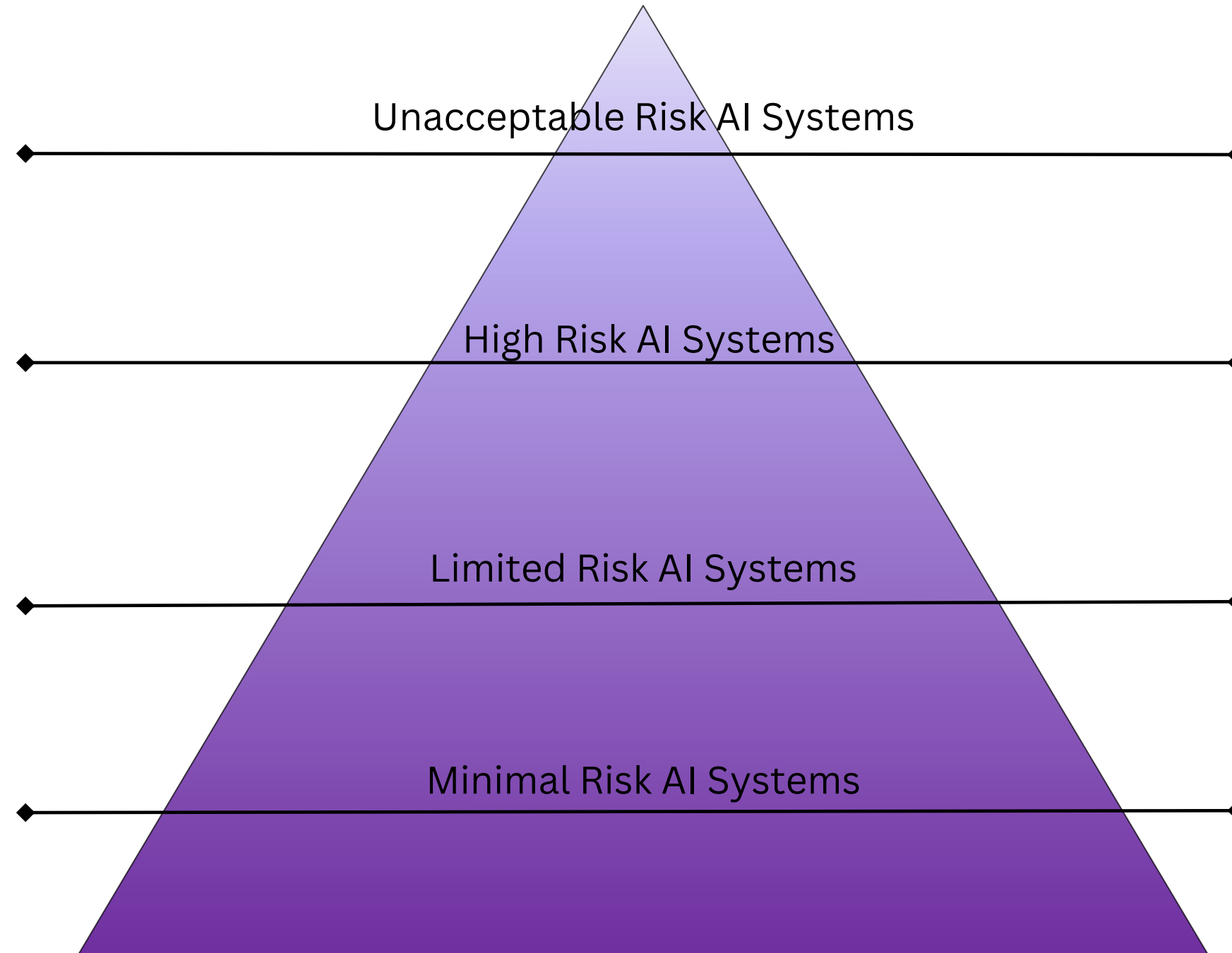
Requirement

Prohibited under Article 5 – permitted in lawful medical contexts following relevant laws and standards

Subject to strict controls set out in the Regulation

Transparency Requirements

Not subject to restrictions



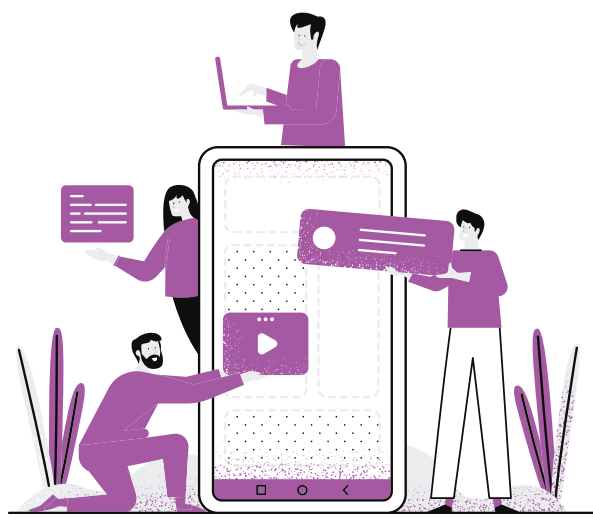
Examples

Manipulation, exploitation, social scoring, facial recognition, emotional inference

AI used in critical infrastructure, Healthcare, Education, Law enforcement, employment

Chatbots, deep fakes, emotion recognition in entertainment

Spam filters, video games, Netflix recommendation algorithm

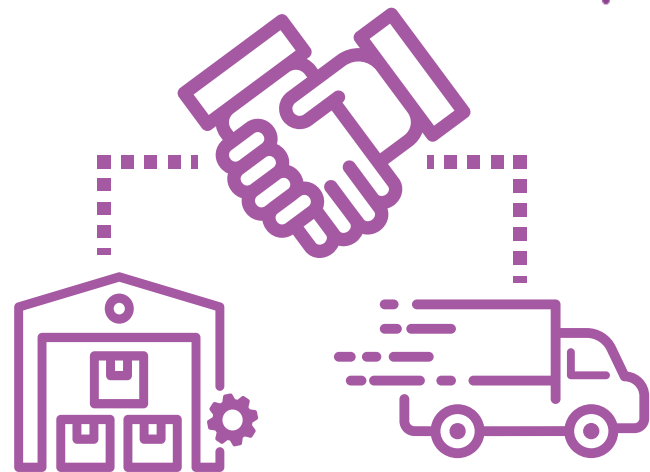
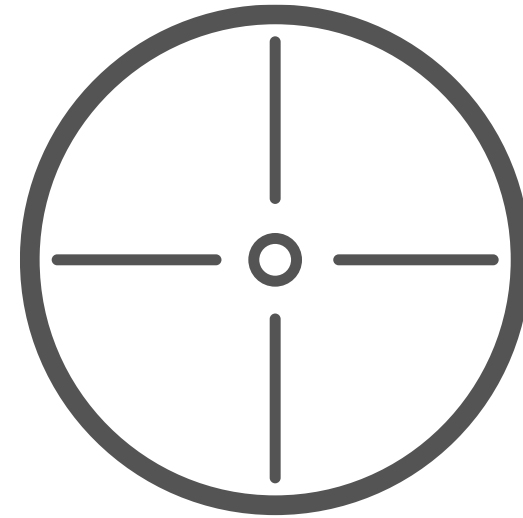


Developers

S C O P E



Importers

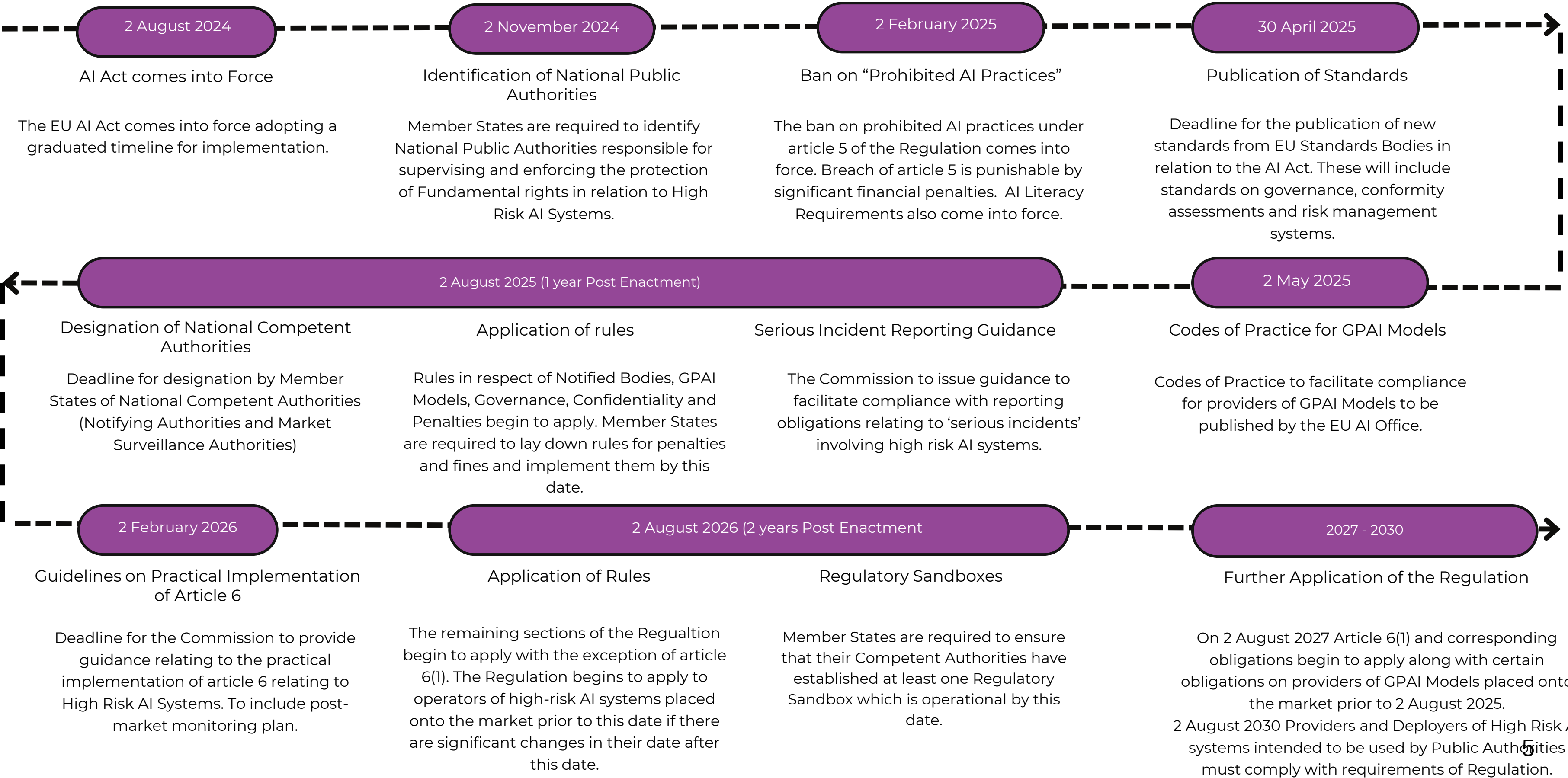


Distributors

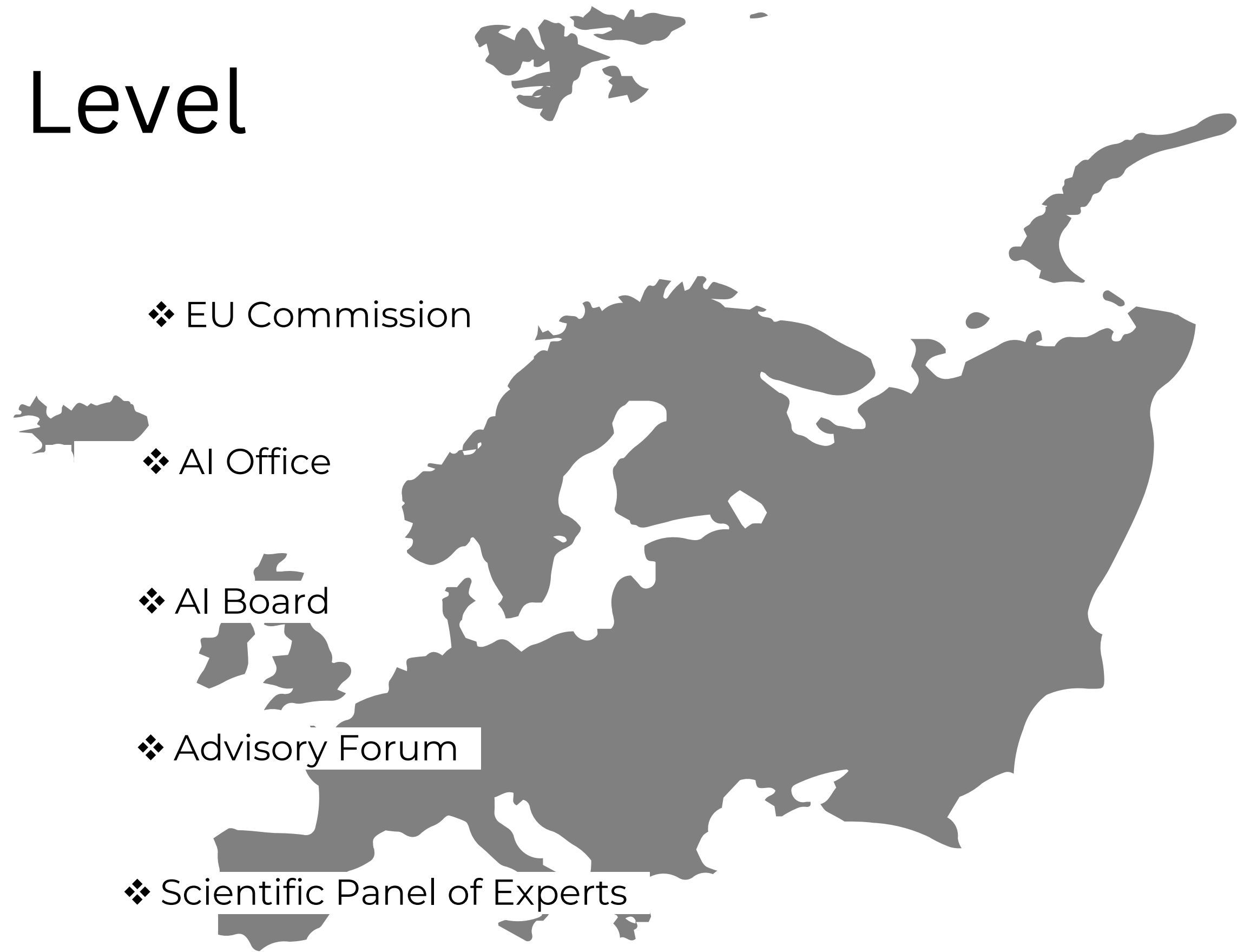


Deployers

IMPLEMENTATION TIMELINE EU AI ACT



Governance at EU Level





The EU AI Office

Provided for under article 64 of the Regulation

General Role - Expertise in AI, drafting of codes of practice, provision of standardised templates, development with the Commission of guidelines for implementation of the Regulation

Enforcement - of General Purpose AI Models and their compliance with the Regulation

Powers - can request information, conduct evaluations, request actions such as product recalls / implementation of mitigation measures + impose fines of up to 3% of global annual turnover or €15m

Governance at National Level

Article 70 - National Competent Authorities

At least 1 Notifying Authority

At least 1 Market Surveillance Authority

+

Single Point of Contact

Article 70(3) - MS Obligations

Obligations on Member States

Adequate technical, financial and human resources

Sizeable commitment - will require serious investment

Article 77 - Fundamental Rights Bodies

Designated by Member States

Afforded additional powers to perform their **existing** mandate

No set role under the Regulation

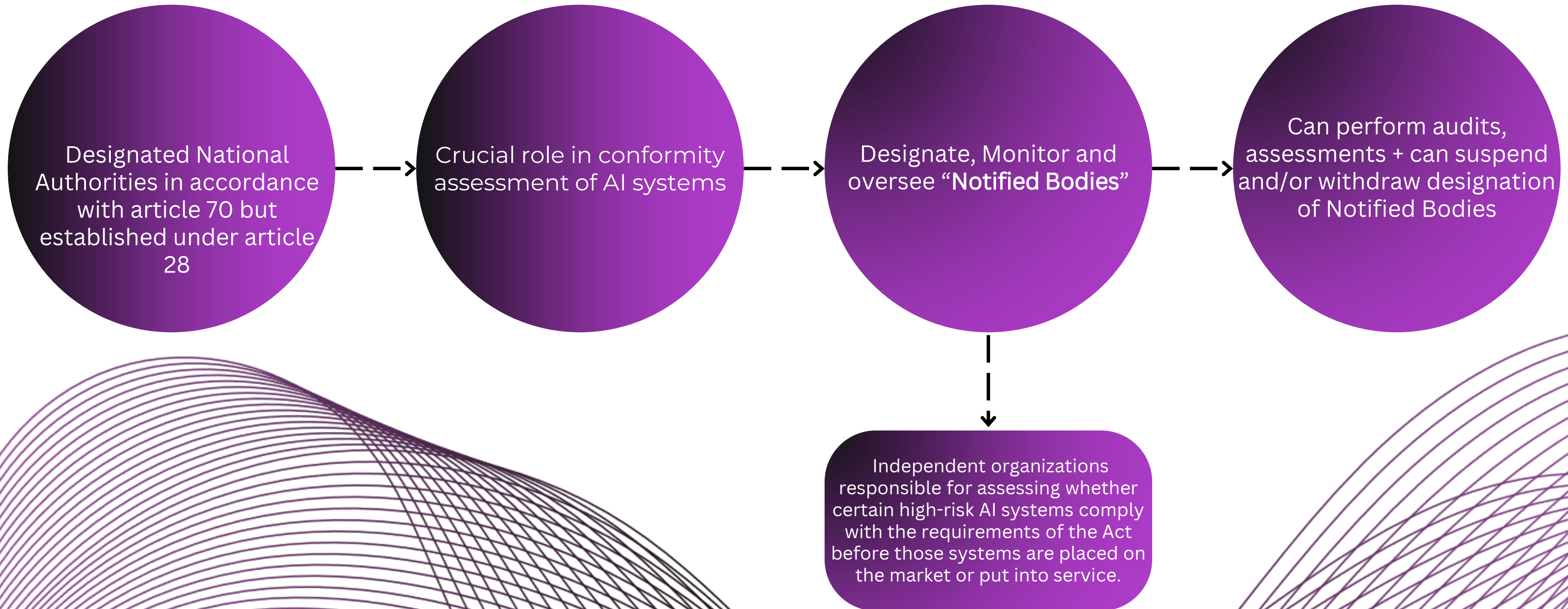
Federated Model of Enforcement

Sectoral Regulators appointed

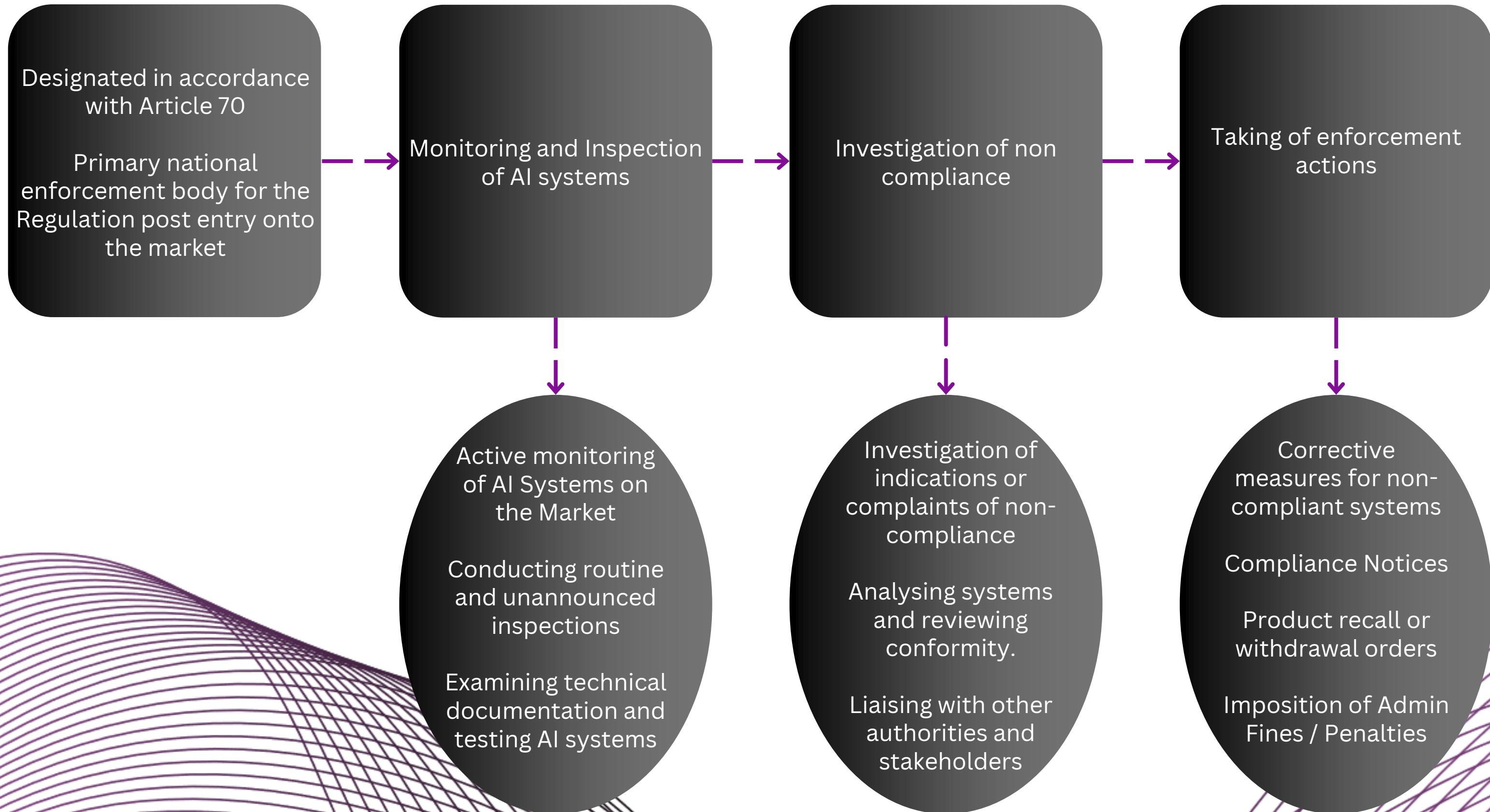
Lean on regulatory experience but little to no AI experience / technical expertise

National AI Office will play a large role in Ireland

Notifying Authorities



Market Surveillance Authorities



Penalties

Article 99 - Member States required to lay down rules on penalties and enforcement measures for infringement of the Regulation - not only fines

Required by August 2025

Penalties required to be “*effective proportionate and dissuasive*”.

Imposed by Market Surveillance Authorities
and
The Commission (through the AI Office) for GPAI



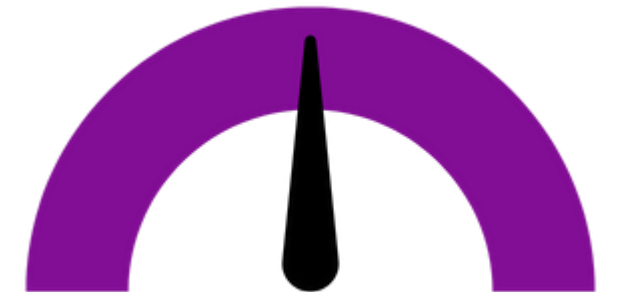
Supply of false or misleading information to a notified body or national competent authority

€7.5 million or 1% of gross annual turnover



**Breach of articles 16, 22, 23, 24, 26, 31, 33, 34 or 50
+
Fines for GPAI**

€15 million or 3% of gross annual turnover



Breach of article 5 (ban on prohibited AI practices)

€35million or 7% of gross annual turnover



Thank you for listening

