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 Al Act



Regulation



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



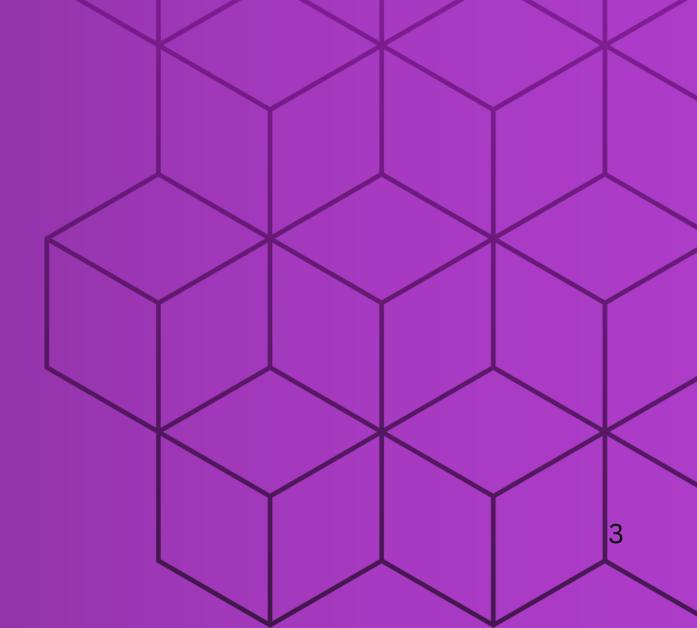
Regulated by National Competent Authorities + the EU AI Office



Gradual Implementation



Risk Based Approach / Proportionality



Risk Based Approach

Unacceptable Risk AI Systems

High Risk Al Systems

Limited Risk Al Systems

Minimal Risk AI Systems

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



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

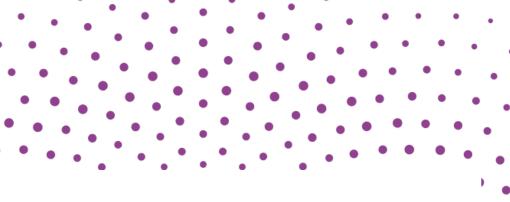
Al used in critical infrastructure, Healthcare, Education, Law enforcement, employment

Chatbots, deep fakes, emotion recognition in entertainment

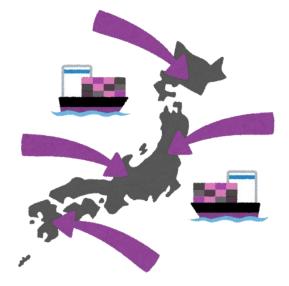
Spam filters, video games, Netflix recommendation algorithm



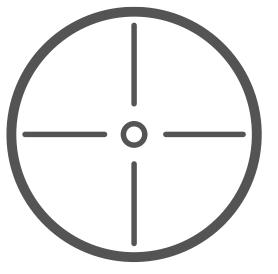
Developers



S C O P E



Importers



Distributors



Deployers

IMPLEMENTATION TIMELINE EU AI ACT

2 February 2025 2 August 2024 2 November 2024 30 April 2025 Publication of Standards Identification of National Public Ban on "Prohibited AI Practices" Al Act comes into Force Authorities Deadline for the publication of new The EU AI Act comes into force adopting a The ban on prohibited AI practices under Member States are required to identify standards from EU Standards Bodies in graduated timeline for implementation. National Public Authorities responsible for article 5 of the Regulation comes into relation to the AI Act. These will include force. Breach of article 5 is punishable by supervising and enforcing the protection of Fundamental rights in relation to High significant financial penalties. Al Literacy standards on governance, conformity Requirements also come into force. assessments and risk management Risk Al Systems. systems. 2 May 2025 2 August 2025 (1 year Post Enactment) Designation of National Competent Serious Incident Reporting Guidance Codes of Practice for GPAI Models Application of rules Authorities Rules in respect of Notified Bodies, GPAI The Commission to issue guidance to Deadline for designation by Member Codes of Practice to facilitate compliance States of National Competent Authorities Models, Governance, Confidentiality and facilitate compliance with reporting for providers of GPAI Models to be Penalties begin to apply. Member States (Notifying Authorities and Market obligations relating to 'serious incidents' published by the EU AI Office. are required to lay down rules for penalties Surveillance Authorities) involving high risk AI systems. and fines and implement them by this date. 2 February 2026 2 August 2026 (2 years Post Enactment 2027 - 2030

Guidelines on Practical Implementation of Article 6

Deadline for the Commission to provide guidance relating to the practical implementation of article 6 relating to High Risk AI Systems. To include postmarket monitoring plan. Application of Rules

The remaining sections of the Regualtion begin to apply with the exception of article 6(1). The Regulation begins to apply to operators of high-risk AI systems placed onto the market prior to this date if there are significant changes in their date after this date.

Regulatory Sandboxes

Member States are required to ensure that their Competent Authorities have established at least one Regulatory Sandbox which is operational by this date. Further Application of the Regulation

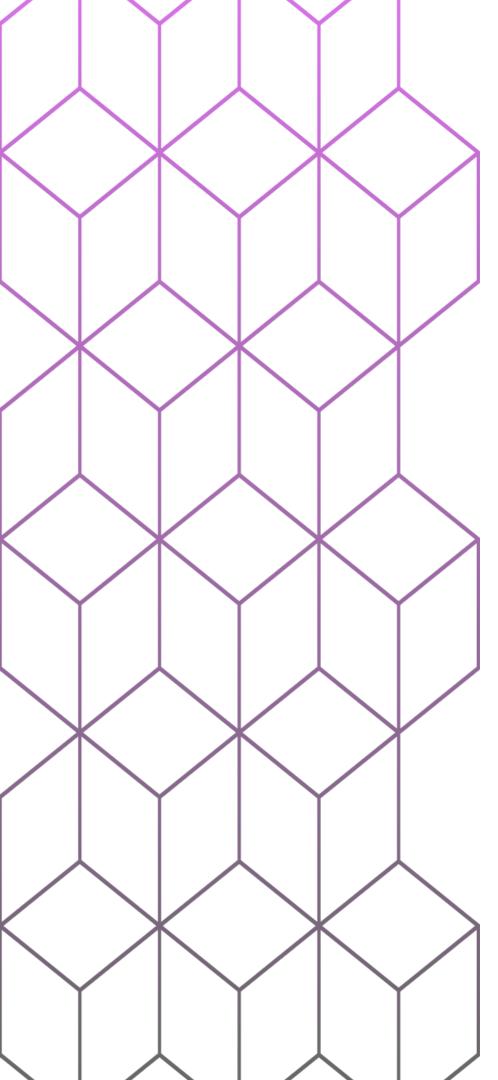
On 2 August 2027 Article 6(1) and corresponding obligations begin to apply along with certain obligations on providers of GPAI Models placed onto the market prior to 2 August 2025.

2 August 2030 Providers and Deployers of High Risk Al systems intended to be used by Public Authorities must comply with requirements of Regulation.

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 Al 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

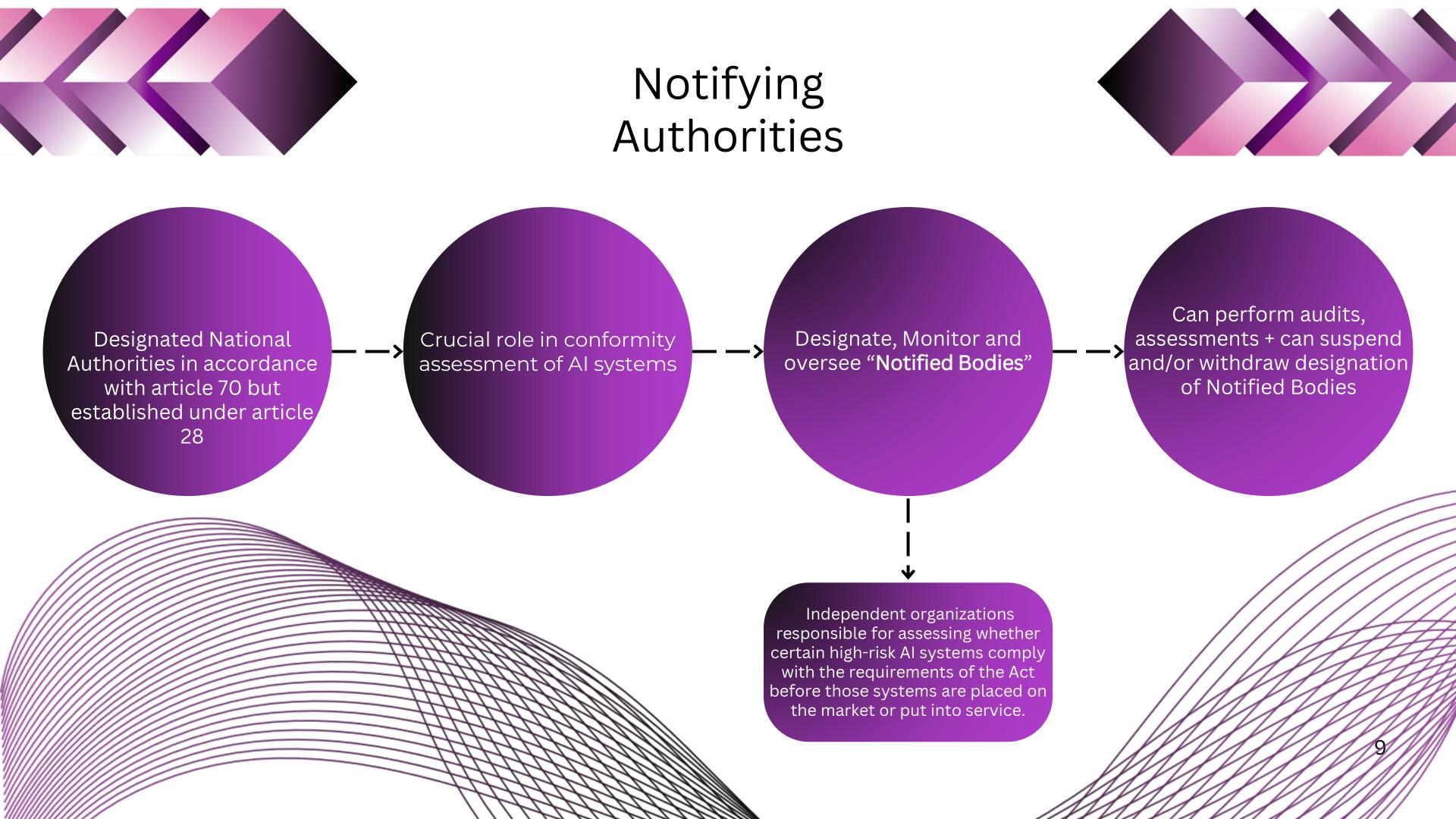
> No set role under the Regulation

Federated Model of Enforcement

Sectoral Regulators appointed

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

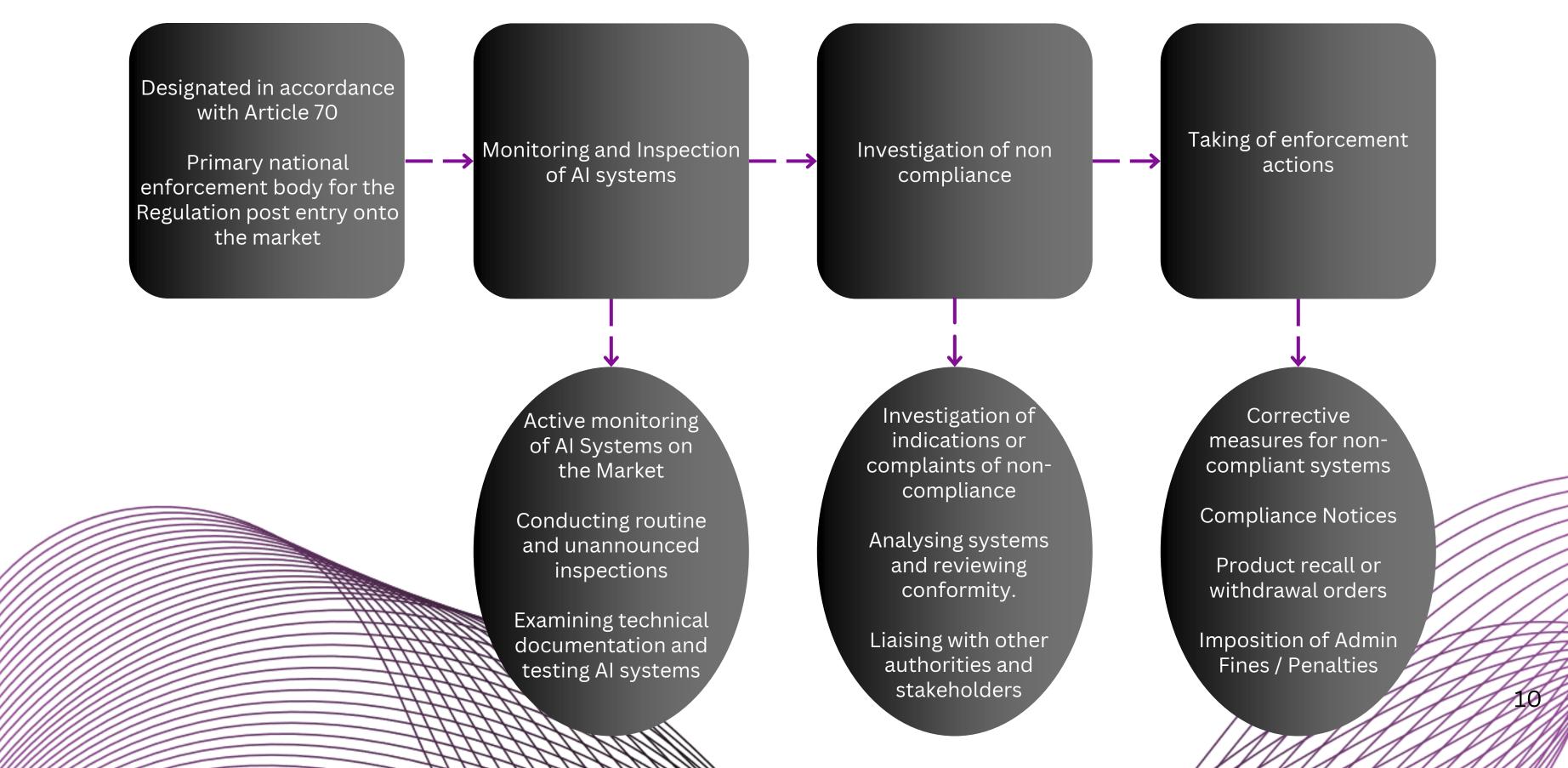
National AI Office will play a large role in Ireland





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

€15 million or 3% of gross annual turnover

€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

€35million or 7% of gross annual turnover

Breach of article 5 (ban on prohibited AI practices)



Thank you for listening

