

C L I F F O R D

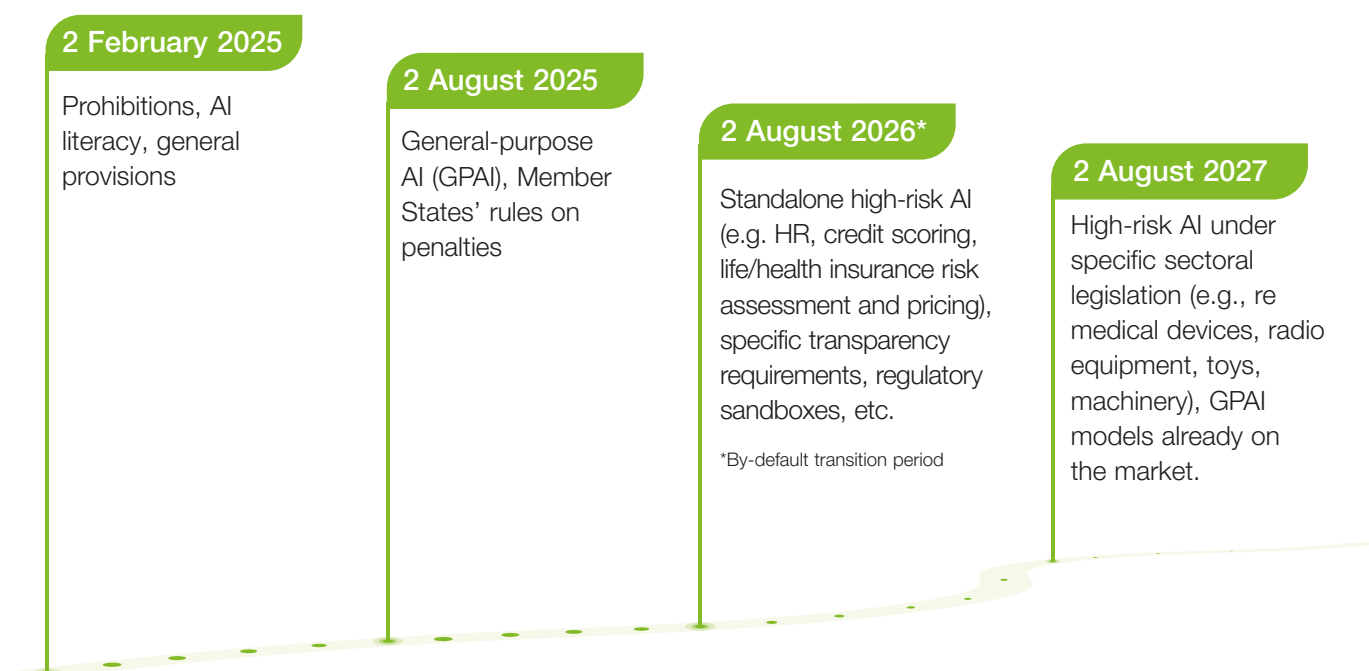
C H A N C E

EU AI ACT
EXEC BRIEFER

EU AI ACT



When do the new rules start to apply?



EU AI ACT – A TIERED APPROACH

When we talk about AI – What do we mean?

Broad notion under the EU AI Act but still aims to distinguish from simpler traditional software or programming approaches.



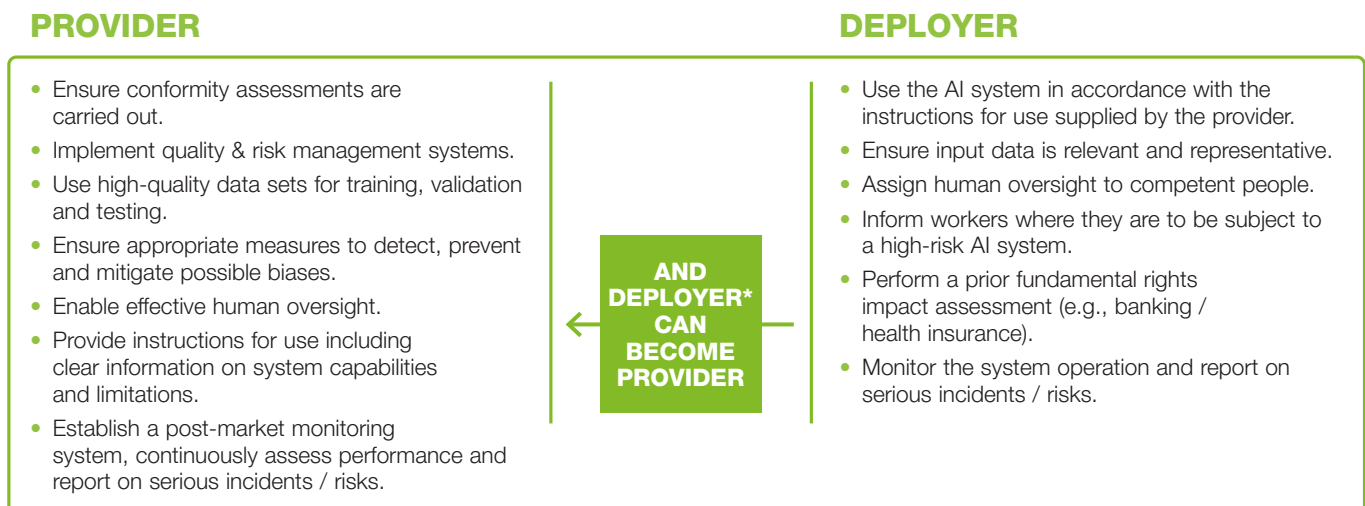
Key AI classifications under the EU AI Act

CATEGORY	USE CASE*	
Prohibited	<ul style="list-style-type: none"> • Subliminal / manipulative / deceptive techniques • Work / education emotion recognition • Social scoring • 'Real time' remote biometrics for law enforcement 	
High-risk	<ul style="list-style-type: none"> • Certain HR solutions • Credit scoring • Remote biometric identification, biometric categorisation, emotion recognition (non-banned) • Education / vocational training • Life / health insurance risk assessment and pricing or public assistance eligibility • Critical infrastructure safety components • Products / safety components under specific sectoral legislation (e.g., re medical devices, radio equipment, toys, machinery) 	<p>Limited* exceptions to some high-risk ... if intended to:</p> <ul style="list-style-type: none"> • perform narrow procedural task • improve result of previously completed human activity • detect decision-making patterns • perform preparatory task to high-risk use cases <p>*exceptions do not apply if profiling carried out</p>
GPAL models	<ul style="list-style-type: none"> • AI model trained with large data sets using self-supervision at scale and capable of performing distinct tasks in different contexts - e.g. LLMs 	
Enhanced transparency	<ul style="list-style-type: none"> • AI Q&A and chatbots • GenAI including deep fakes • Emotion recognition / biometric categorisation 	

* This table is high-level only and it is non-exhaustive. The use cases have specific descriptions in the text which should be considered when assessing impact.

SPECIFIC REQUIREMENTS FOR HIGH-RISK AI

The main responsibilities lie with the provider but requirements flow down the entire value chain, to deployers and others (e.g., importers, distributors).



* Like other operators in the value chain.

SPECIFIC REQUIREMENTS FOR GENERATIVE AI

Enhanced transparency on content



Ensuring that the outputs of a generative AI system are marked and detectable as artificially generated or manipulated (provider).



Ensuring awareness that the content has been artificially generated or manipulated re deep fakes (deployer).



Ensuring awareness that text has been artificially generated or manipulated re text published to inform the public on matters of public interest (deployer).

There are enhanced transparency requirements for other types of AI, e.g. chatbots, emotion recognition / biometric categorisation systems.

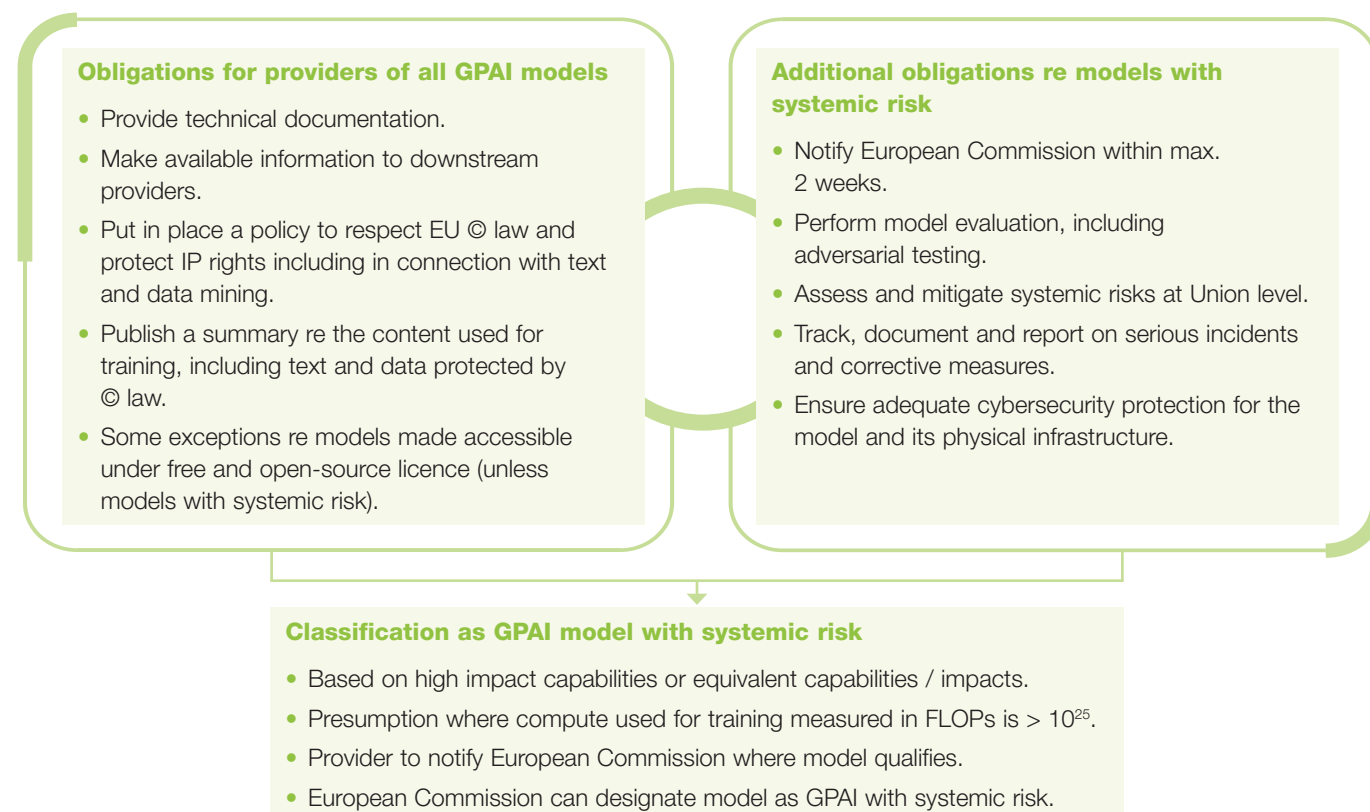
Generative AI can also be subject to rules for other types of AI systems and models

- Prohibited practices.
- High-risk AI systems.
- GPAI models, large generative AI models being a prime example.

... and also the EU AI Act's literacy requirements.

SPECIFIC REQUIREMENTS FOR GPAI MODELS

The EU AI Act regulates GPAI models following a tiered approach, with requirements for all GPAI models and additional requirements for those presenting systemic risk.



For more information and insights, you can refer to our publication entitled "The EU AI Act – Overview of key rules and requirements".

C L I F F O R D

C H A N C E

This publication does not necessarily deal with every important topic or cover every aspect of the topics with which it deals. It is not designed to provide legal or other advice.

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