

# Pioneering AI Excellence: A Guide for London's Largest Enterprises

*Strategic innovation,  
Compliance assurance*



## What is the EU AI Act?

The EU AI Act (the “Act”) is a groundbreaking piece of legislation designed to regulate artificial intelligence (AI) systems within the European Union. It aims to ensure that AI technologies are developed and used in a manner that is safe, ethical, and respects fundamental rights. The Act categorises AI systems based on their risk levels, with specific obligations and requirements for high-risk AI systems to mitigate potential threats to safety and fundamental rights.

## When does the EU AI Act come into force?

The Act will enter into force on the twentieth day following its publication in the Official Journal of the European Union (ETA: April 2024). It will take effect 24 months after entering into force, with specific provisions applying at different intervals post-enforcement. For instance, Titles I and II will apply six months after the Act enters into force, while other sections, such as Title III Chapter 4 and Title X, will apply only twelve months post-enforcement.

## How does the EU AI Act affect me?

For a London-based large organisation, the EU AI Act is relevant if your operations involve the development, deployment, or use of AI systems within the EU market. The Act mandates compliance with its provisions for AI systems placed on the market or put into service in the European Union, regardless of where the provider or user is based. This means that even though your organisation is based in London, if you are operating in the EU market, you must adhere to the Act's requirements. Click [here](#) for further information.

## What are my obligations under the EU AI Act?

Your obligations under the EU AI Act include ensuring that any AI system you place on the market or put into service within the EU complies with the Act's requirements.

This involves:

- Adhering to the regulatory framework for high-risk AI systems;
- Maintaining proper documentation, conducting conformity assessments; and
- Registering high-risk AI systems in the EU database.

Additionally, if your organisation is outside the EU, you must appoint an authorised representative within the European Union for general-purpose AI models.

## What should people do?

Organisations should start by assessing whether their AI systems fall under the scope of the the Act and, if so, determine the risk category of these systems.

It's crucial to familiarise yourself with the specific requirements applicable to your AI systems, including:

- Documentation;
- Conformity assessments;
- Registration obligations;
- Implementing a compliance strategy;
- Setting up a quality management system;
- Ensuring transparency in AI decision-making;
- Engaging with EU regulatory sandboxes;
- Participating in standardisation development;