

# Unlocking London's AI Future: Your Guide to the EU AI Act

*Empowering Local Businesses,  
Transforming London's AI  
Landscape*



## What is the EU AI Act?

The EU AI Act (the “Act”) is a comprehensive regulatory framework designed to govern the development, deployment, and use of artificial intelligence (AI) systems within the European Union (EU). It aims to ensure that AI systems are safe, transparent, and accountable, while fostering innovation and protecting fundamental rights and freedoms.

## 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-entry into force. For instance, Titles I and II will apply from six months after entering into force, while other specific titles and articles have their own designated application timelines.

## How does the EU AI Act affect me?

The Act affects you if you are involved in the provision, deployment, or use of AI systems in the EU market or if your AI systems impact EU citizens. Given the UK's current status outside the EU, the direct applicability of the Act depends on your activities within the EU market. If your organisation acts as a provider or deployer of AI systems within the EU, you will need to comply with the Act's requirements. Click [here](#) for more information.

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

Your obligations under the EU AI Act include ensuring that high-risk AI systems comply with mandatory requirements related to:

- Risk management;
- Data governance;
- Technical documentation; and
- Transparency.

You must conduct assessments to ensure AI systems do not pose unacceptable risks or infringe on fundamental rights. Additionally, if your organisation is based outside the EU but operates within it, you are required to appoint an authorised representative within the EU to ensure compliance with the regulation.

## What should people do?

- **Assess AI Systems:** Determine whether any AI systems you provide or deploy fall under the high-risk category as defined by the Act and assess their compliance with the mandatory requirements.
- **Documentation and Record-Keeping:** Maintain comprehensive documentation and records of AI system assessments, risk management measures, and compliance efforts.
- **Appoint an Authorised Representative:** If based outside the EU but operating within it, appoint an authorised representative within the EU to handle compliance matters.
- **Stay Informed:** Keep abreast of the latest developments, guidelines, and templates provided by the AI Office and other relevant EU bodies to ensure ongoing compliance.
- **Engage in Awareness and Training:** Participate in awareness-raising and training activities related to the application of the EU AI Act, especially those tailored to the needs of SMEs and micro-organisations.