

# Charting Your AI Journey: Navigating the EU AI Act for Mid-Sized Businesses

*Driving Innovation,  
Ensuring Compliance*



## 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. It aims to ensure that AI technologies are used in a way that is safe, transparent, and respects the fundamental rights and freedoms of individuals. The Act categorises AI systems based on their risk levels, imposing stricter requirements on 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 twelve months post enforcement.

## How does the EU AI Act affect me?

For a London-based mid-sized organisation, the 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 more information.

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

Your obligations under the 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 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 standardization development; and
- Staying informed about best practices in AI deployment.