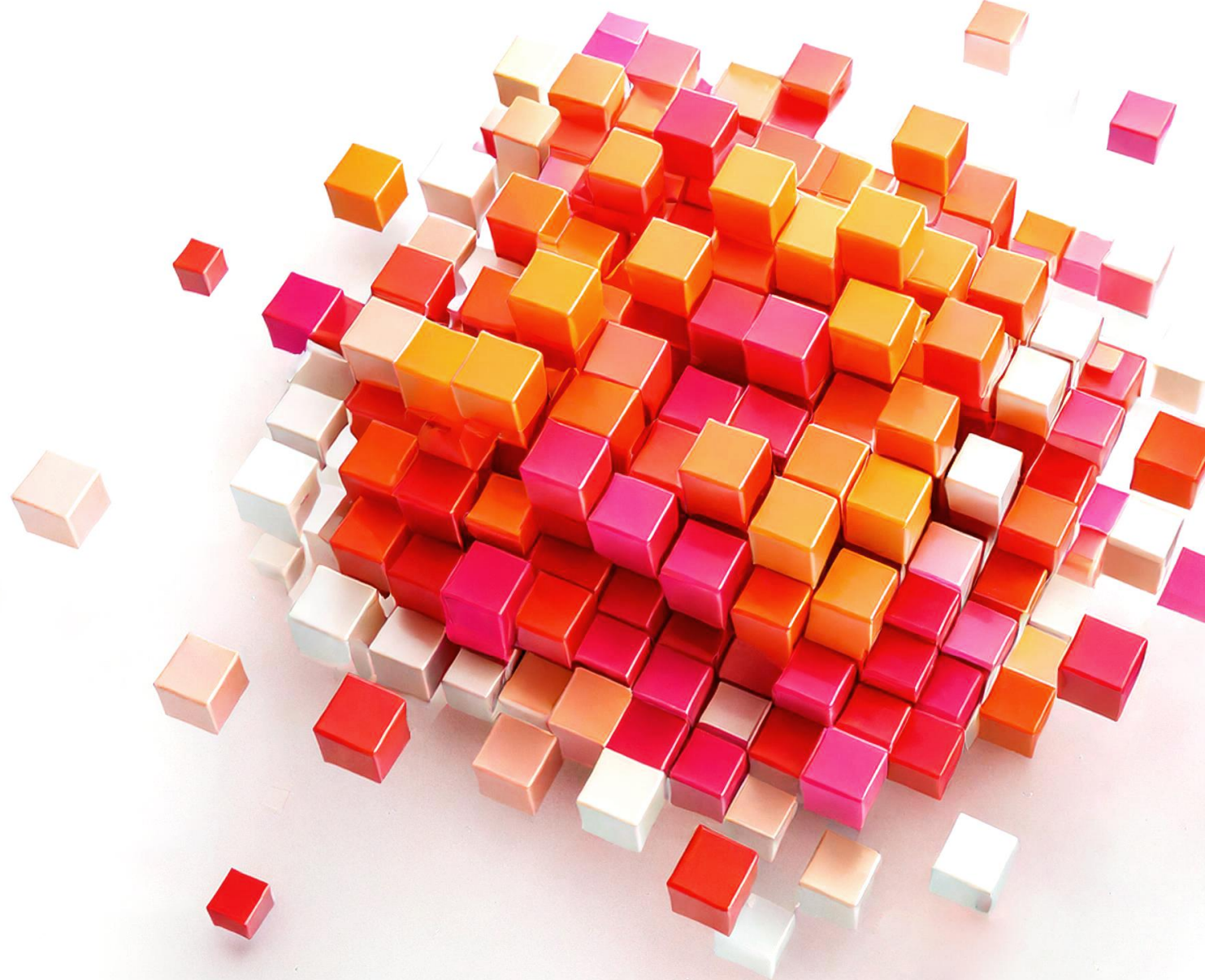


Data Day 2025

strategy&
Part of the PwC network

Harnessing the EU AI Act

How to boost innovation through effective
AI Governance?



AI Governance

AI-based Applications



Regulatory



Transparency



Risk



Accountability



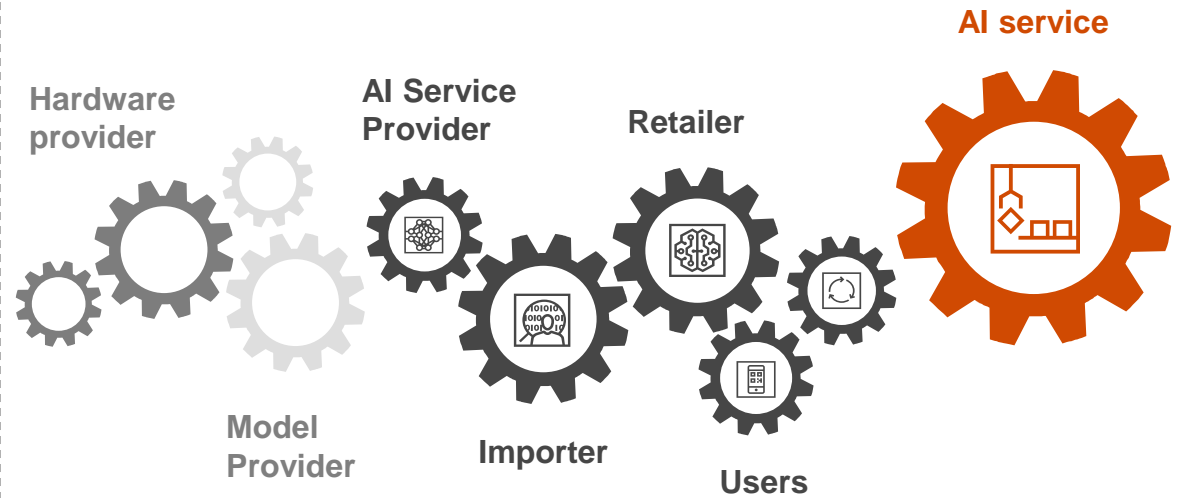
Guiding
Principles

The EU AI Act will have to be implemented from 2025 and imposes drastic penalties for non-compliance

Timeline

Aug 2024	●	Entry into force
Feb 2025	●	Prohibited AI systems 6 months after entry into force
May 2025	●	Codes of Practice 9 months after entry into force
Aug 2025	●	Sanctions come into force 12 months after entry into force
Aug 2025	●	GPAI Regulation 12 months (24 months if already on the market)
Aug 2026	●	All other aspects of the EU AI Act (e.g. high risk) 24 months after entry into force
Aug 2027	●	Product-based AI systems with high risk 36 months after entry into force

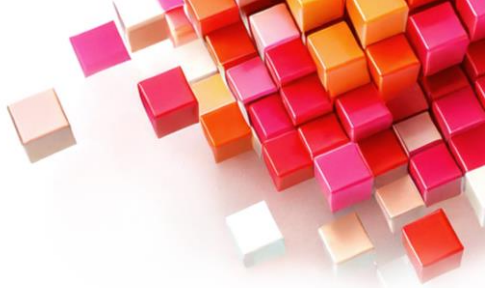
It's time to optimize your AI governance!



Conformity assessment along the entire AI value chain

The fines for non-compliance with the regulations amount to up to EUR 40 million or 7% of annual turnover.

The EU AI Act sets specific requirements based on an AI System’s risk potential and the organization’s role



EU AI Act

1	Scope					
AI-Systems Regulation applies to AI systems, defined according to article 3(1).		Territory It addresses AI-systems in the Union, also if those providers are established or located in a third country.		Application state The AI-system shall be placed on the market or put into service (for own use) (not AI focused R&D, testing or development)		
2	Risk classification of AI					
Prohibited systems		High risk		General Purpose AI		
				Transparency obligations		
3	Roles within the AI value chain					
Provider		GPAI Provider	Authorized representative	Deployer	Distributor	Importer
4	Range					
Organization		Lifecycle		Conformity		
5	Requirements					
6	Guidelines					

The EU AI Act addresses four risk classes which are associated with specific requirements



EU AI Act

Prohibited



Definition: AI systems with unacceptable risks are generally prohibited. These include systems for the subliminal manipulation of people, certain real-time biometric recognition systems in public spaces and systems that make assessments of natural persons based on their social behavior.

Requirements: No specific requirements needed

High risk



Definition: AI systems that are associated with a particularly high-risk potential due to their use in critical infrastructures, law enforcement or healthcare. High-risk AI systems can significantly affect people's rights, safety and well-being.

Requirements:

- Risk management system
- Data governance
- Technical documentation
- Record keeping
- Transparency obligations
- Human oversight
- Accuracy, robustness and cybersecurity

GPAI



Definition: Designed to optimize generality and versatility of outputs and often trained on a wide range of data sources and large amounts of data to perform a variety of tasks. GPAI is specifically designed for the generation of content such as text, images or audio.

Requirements GPAI:

- Technical documentation
- Instructions for use
- Compliance with the Copyright Directive
- Publication of a summary of the training content

Requirements GPAI with systemic risk:

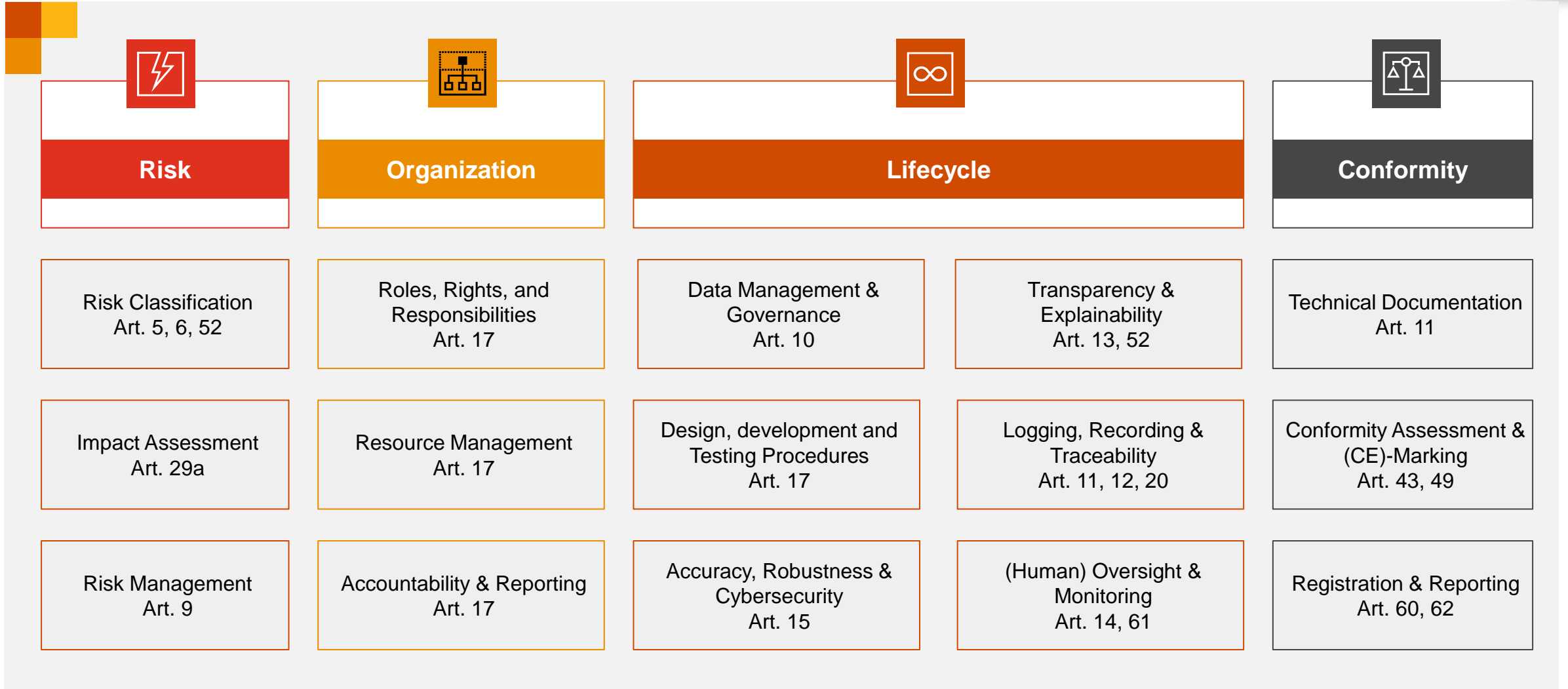
- Model evaluations
- Cybersecurity
- Evaluation of potential systemic risk
- Tracking and reporting incidents

AI with transparency obligation

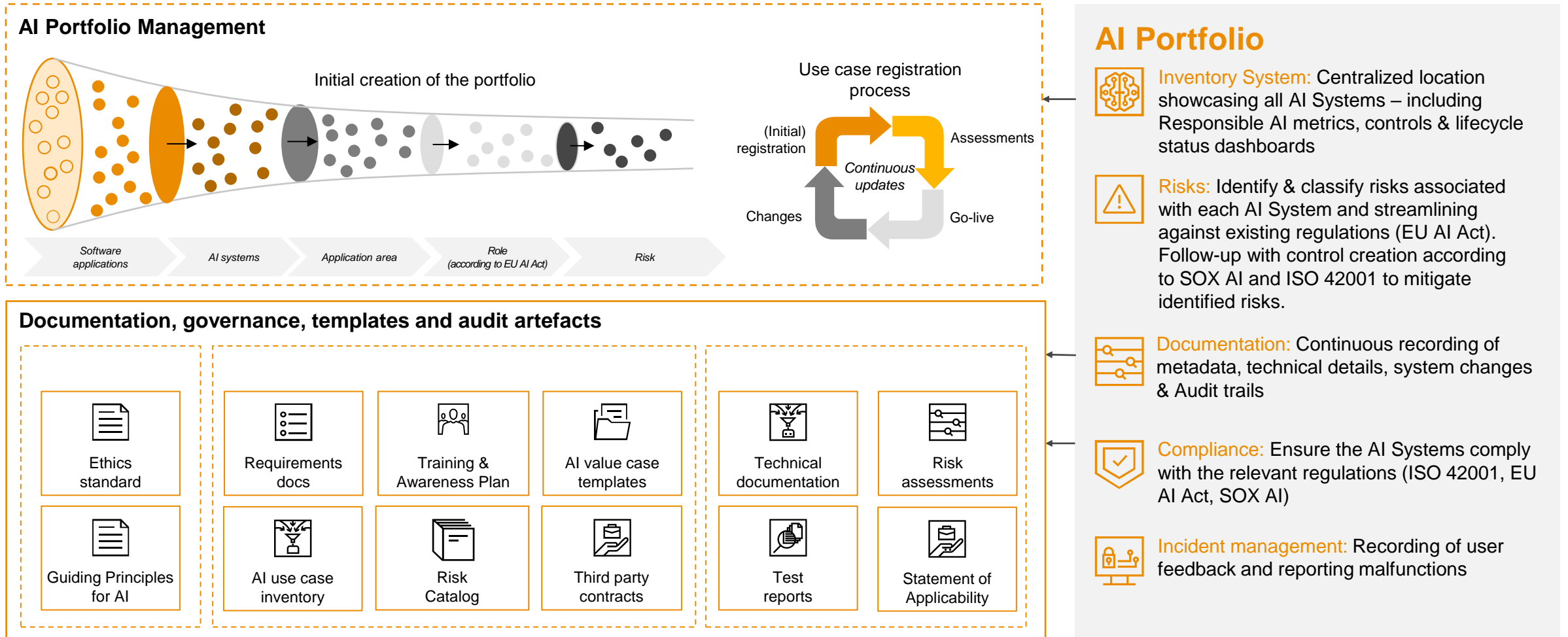
Definition: Operators and providers of specific AI systems that interact directly or indirectly with human end users or affect them are required to adhere to heightened transparency obligations. This encompasses AI systems intended for human interaction or those that categorize individuals biometrically.

Requirements: Transparency and disclosure requirements

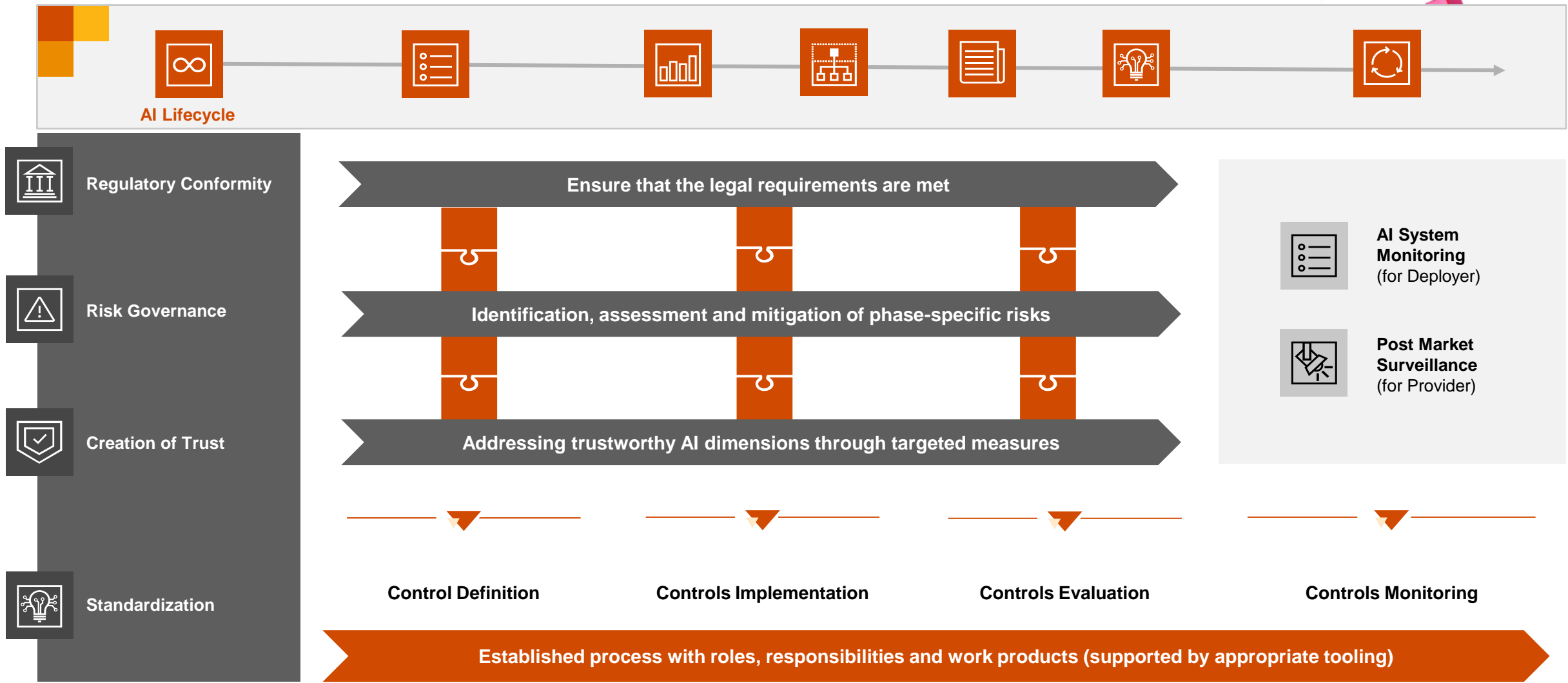
Lifecycle Management is rooted in the requirements of high-risk AI systems according to the EU AI Act



The implementation of AI Governance and Security along the entire Lifecycle helps companies to ensure compliance



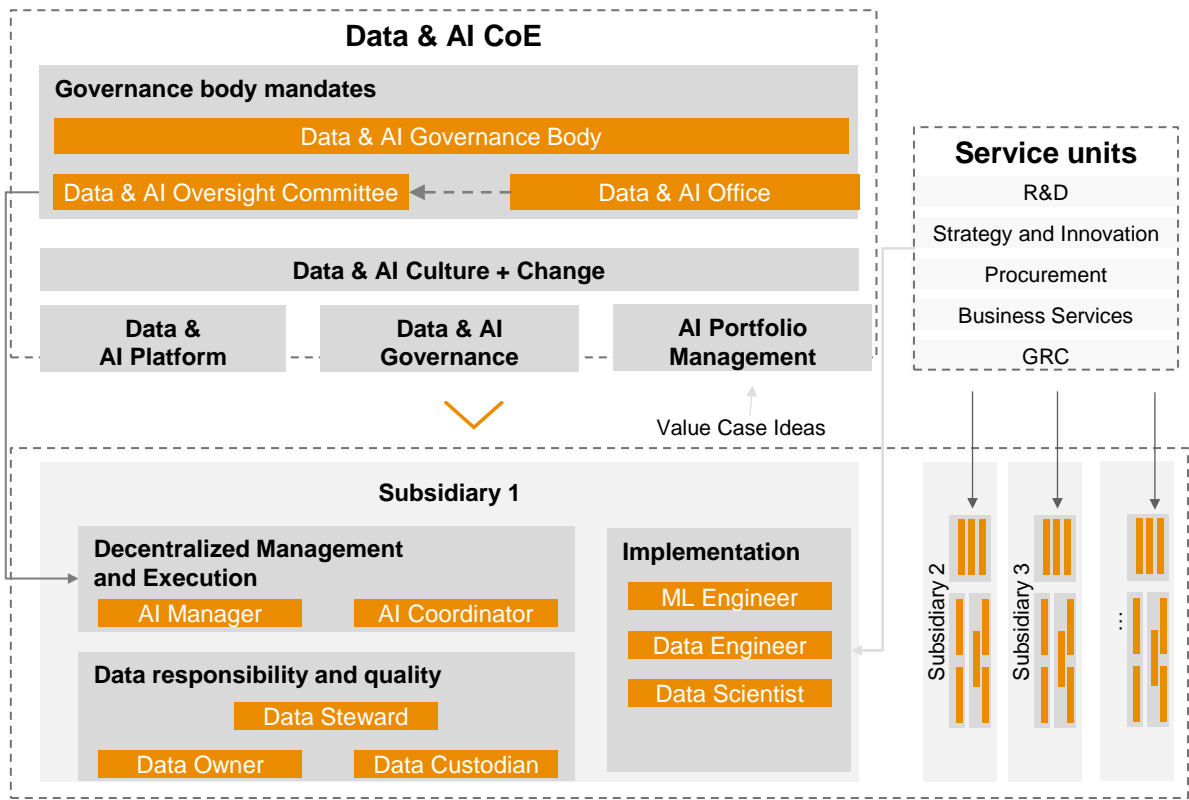
Along the Lifecycle, the definition, application and review of controls ensures a standardized approach



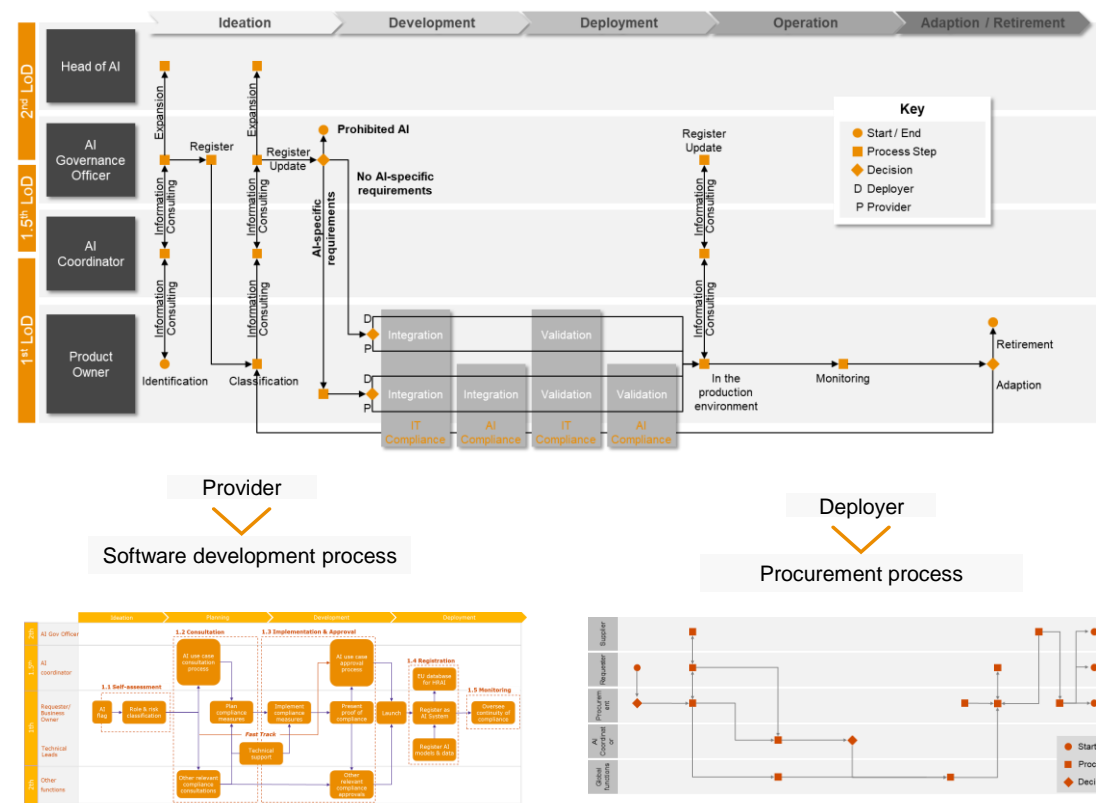
Transfer of the responsibility concept into an operating model and consensual agreement with all parties involved



Accountability within the organization



Accountability along the lifecycle



Key Takeaways



Create **standards** for AI within your organization that covers the overall requirements from the AI Act and operationalize them in **AI system specific controls** over the AI lifecycle and ensure **traceability**



Deploy an **AI inventory** with a holistic **underlying meta model** and a corresponding **registration process** to create transparency over existing AI systems and associated risks



Following within the AI lifecycle a **risk-based approach** by ensuring that risks are continuously **identified, assessed** and **mitigated** and that there a **clearly defined entry gates** for new AI use cases



Define the **accountabilities** for AI over the entire lifecycle (checkpoints and quality gates) and within your organization and if necessary create **new roles** to fulfill the specific **responsibilities**



Create a sufficient degree of **awareness** for AI and its characteristics within you organization so that all employees are capable to **use AI responsibly** and all roles (within the AI governance) can **fulfill their role**

Thank you

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