

EU Artificial Intelligence (AI) Act: Guide for your business

05 August 2024

On 12 July 2024, the EU AI Act (AI Act) was published in the Official Journal of the European Union.

This guide sets out the key issues that you need to think about to assess how the AI Act may apply to you and your business.

EU Artificial Intelligence Act summary

The AI Act is aimed at regulating the sale and use of AI within the EU. It is a long anticipated and complex regulation, which will come into force in a phased manner.

The AI Act is a proportionate risk-based regulation and not all obligations apply in all circumstances.

Timeline of enforcement

1 August 2024	+
2 February 2025	+
2 May 2025	+
2 August 2025	+
2 February 2026	+
2 August 2026	+
2 August 2027	+

Pillars of the EU AI Act

AI and a risk-based approach	+
Principles of AI	+

Next steps

[Step 1: Classify whether your software is regulated](#)



[Step 2: Assess for exemption?](#)



[Step 3: Assess for prohibition](#)



[Step 4: Identify whether you are engaging with high-risk AI](#)



[Step 5: Classify what roles you are likely to fall into](#)



[Step 6: Ensure established AI classification doesn't change](#)



Key contacts



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