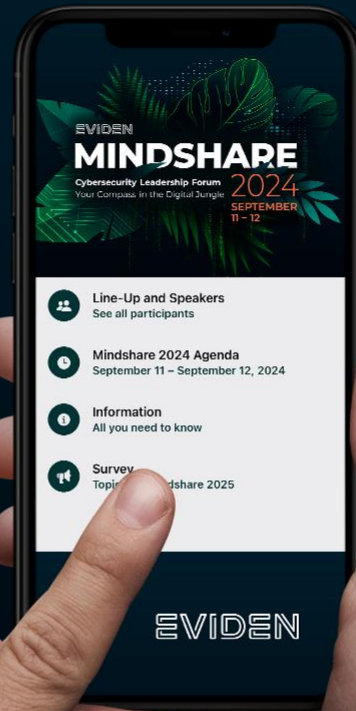


MINDSHARE 2024 AGENDA



SCAN NOW !



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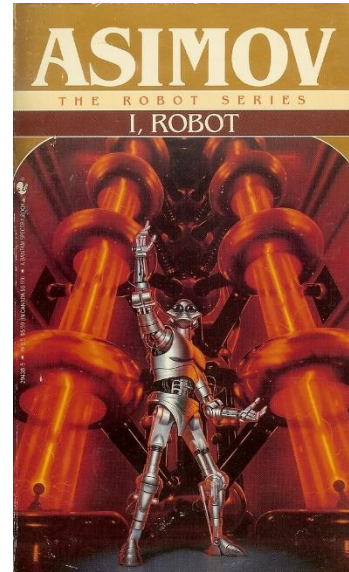
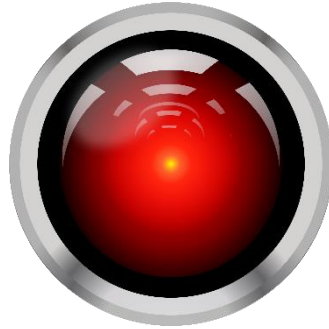
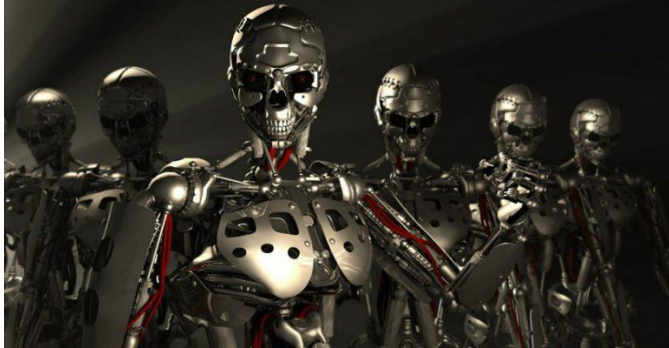
AI regulation: Innovation killer or trigger?

Marina Bojarski, EVIDEN

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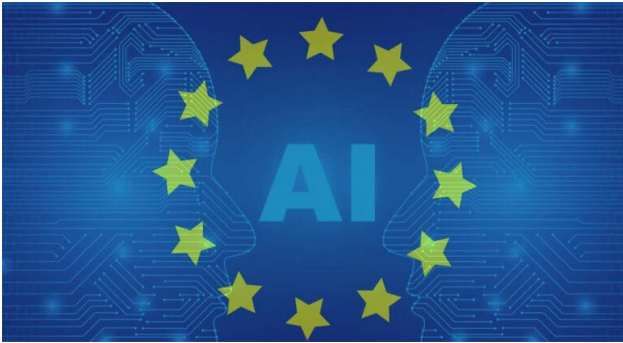
A fear driven regulation?



Risks of AI systems



The EU AI Act

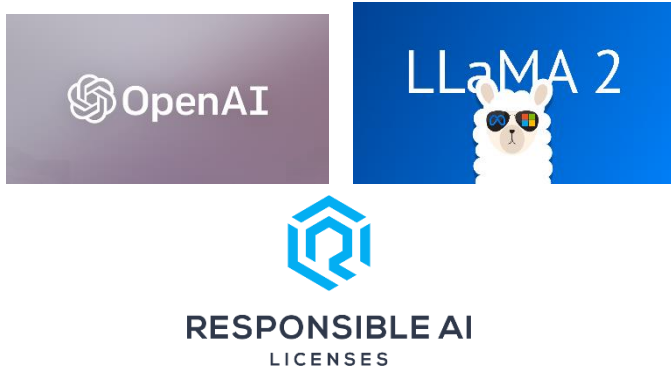


- The EU AI Act imposes heavy technical and administrative obligations on the provider of AI system
- This implicate a higher cost of compliance
- It can also slow time to market



Use restrictions in licences

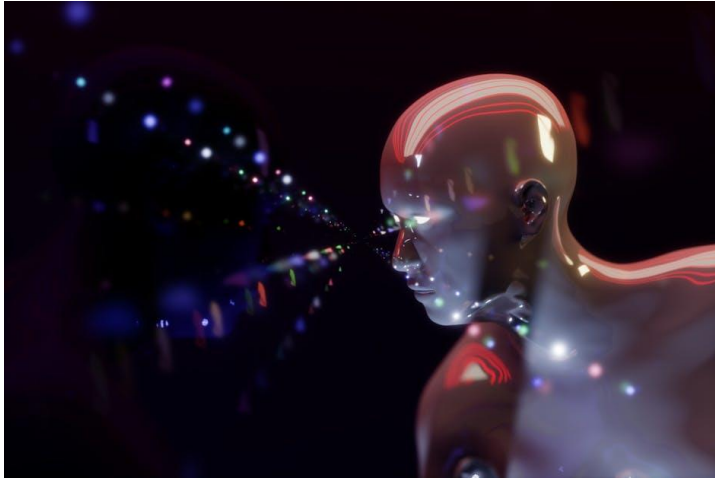
Some uses might be restricted or subjected to obligations



Licenses and legislations are imposing various restrictions depending on the use cases:

- **ChatGPT** - The output cannot be used for example for military applications, to help patients with their treatment, to provide financial or legal advice and as well for critical infrastructure (<https://openai.com/policies/usage-policies>)
- **Responsible AI Licenses** – The models and outputs cannot be used for medical interpretation, any action against the law, deepfakes, ...
- **Llama 2** – The model and outputs cannot be used for military applications, critical infrastructures, ... + specific conditions for the monthly active users of the products or services made available by or for Licensee, or Licensee's affiliates, is greater than 700 million monthly active users in the preceding calendar month

Pushing AI innovation differently



- The regulation creates new areas of research for a ethical AI, more focused on transparency, explainability, bias mitigation, ...
- The EU digital regulations give more space to SMEs.
- Companies that successfully comply with the AI Act may gain a competitive advantage, as they will be seen as trustworthy and safe.



Creation of regulatory sandboxes



- **Controlled testing environment**
 - Allows businesses to develop and test AI systems under regulatory supervision.
 - Temporary flexibility from full compliance to encourage innovation.
 - Focused on high-risk AI applications (e.g., healthcare, finance).
- **Collaboration and guidance**
 - Authorities provide regulatory guidance on compliance, safety, and ethics.
 - Companies and regulators work together, ensuring systems meet legal standards.
- **Fostering innovation and trust**
 - Enables faster, safer deployment of AI technologies.
 - Builds public trust by ensuring AI systems are tested in a transparent, accountable way.

Questions?

Marina Bojarski, EVIDEN



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