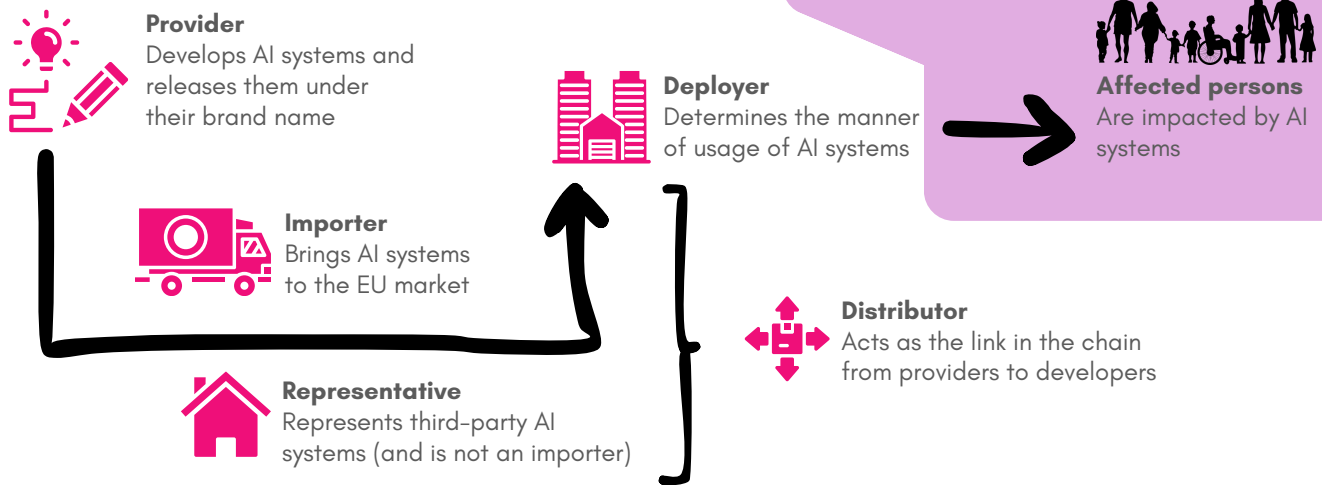# DECIPHERING THE EU AI ACT

From provider to user: navigating the complexities of AI regulation

The European AI Act is set to revolutionize the way artificial intelligence systems are developed, deployed, and managed across the European Union and beyond. Understanding its key definitions, roles, and scopes is essential for businesses aiming for compliance and looking to harness AI's power responsibly.

Key definitions and roles
At the heart of the AI Act are clear definitions and roles designed to streamline the lifecycle of AI systems from creation to market operation.

Provider
Develops AI systems and releases them under their brand name

Importer
Brings AI systems to the EU market

Representative
Represents third-party AI systems (and is not an importer)

Deployer
Determines the manner of usage of AI systems

Distributor
Acts as the link in the chain from providers to developers

Affected persons
Are impacted by AI systems

What counts as an AI system?
The Act sets clear rules on what qualifies as an AI system. It looks at how these systems work independently and their effects on our world.
There's a line drawn between AI for business and AI for fun or study. But, it's not always clear-cut, especially with open-source projects that blend free access with paid services or support.

Where does the Act apply?
Any AI system used in the EU must follow the Act. This rule applies whether the system was made inside or outside of Europe. It means that companies worldwide need to pay attention if their AI touches the EU market in any way.

Get ahead with AI compliance
For businesses navigating the complexities of the European AI Act, understanding its nuances is just the beginning. Our team offers comprehensive support, from legal advice to technical compliance strategies, ensuring you not only understand the AI Act but excel within its framework.

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