

Publications

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The EU AI Act is Here, and the Clock is Ticking!

The EU AI Act is here, folks! Now that the Act has been officially published in the OJEU, it will go into force in 7 days on August 2, 2024.

Now is the time to set your timers to align with the compliance calendar established by the AI Act in Recital 179 and Article 113, including the following deadlines:

- **February 2, 2025:** If you provide or use AI systems and tools **prohibited** under Article 5 of the Act, you have 6 months to modify them to eliminate those prohibited practices or remove the AI products from the EU market.
- **August 2, 2025:** If you provide or use **General Purpose AI** models, you have 12 months to ensure your model is compliant with the AI Act.
- **August 2, 2026:** If you provide or use **any AI that is not high-risk** under the Act, you have 24 months to ensure those AI activities are fully compliant with the Act.
- **August 2, 2027:** If you provide or use **high-risk AI** systems and tools, you have 36 months for those high-risk activities to become fully compliant with the AI Act. Due to the many requirements for high-risk AI (and there are many), you are allowed a longer timeline.

Think the EU AI Act does not apply to you? **Pause and confirm.** Remember, the AI Act is even broader in scope than the General Data Protection Regulation (GDPR). **You do not need to directly operate in the EU to be liable under the EU AI Act.**

If you are unsure if or how the AI Act applies to you, reach out to our team. We can help you determine your potential risks and obligations and prepare you for a smooth transition into a new EU regulatory landscape.

Remember: This compliance journey is a marathon, not a sprint. We recently held a seminar on the risks and duties imposed by the EU AI on July 24th, you can watch a recording of our discussion here. Check out our other articles about the EU AI Act:

- The European Union Has Assigned Your AI Some Homework
- Do I Really Have To? A Two-Part Framework for Determining if the EU AI Act Applies to You

Related People

- Aaron M. Levine
- Jennifer Bauer

Related Capabilities

- Privacy & Cybersecurity
- Artificial Intelligence & Machine Learning

You can also sign up for our client alerts to stay up to date on EU AI and other AI headlines as you start your AI compliance journey. [Sign up here!](#)

*Special thanks to Nguyen Le for her help in putting this and some of our other EU AI Act materials together.