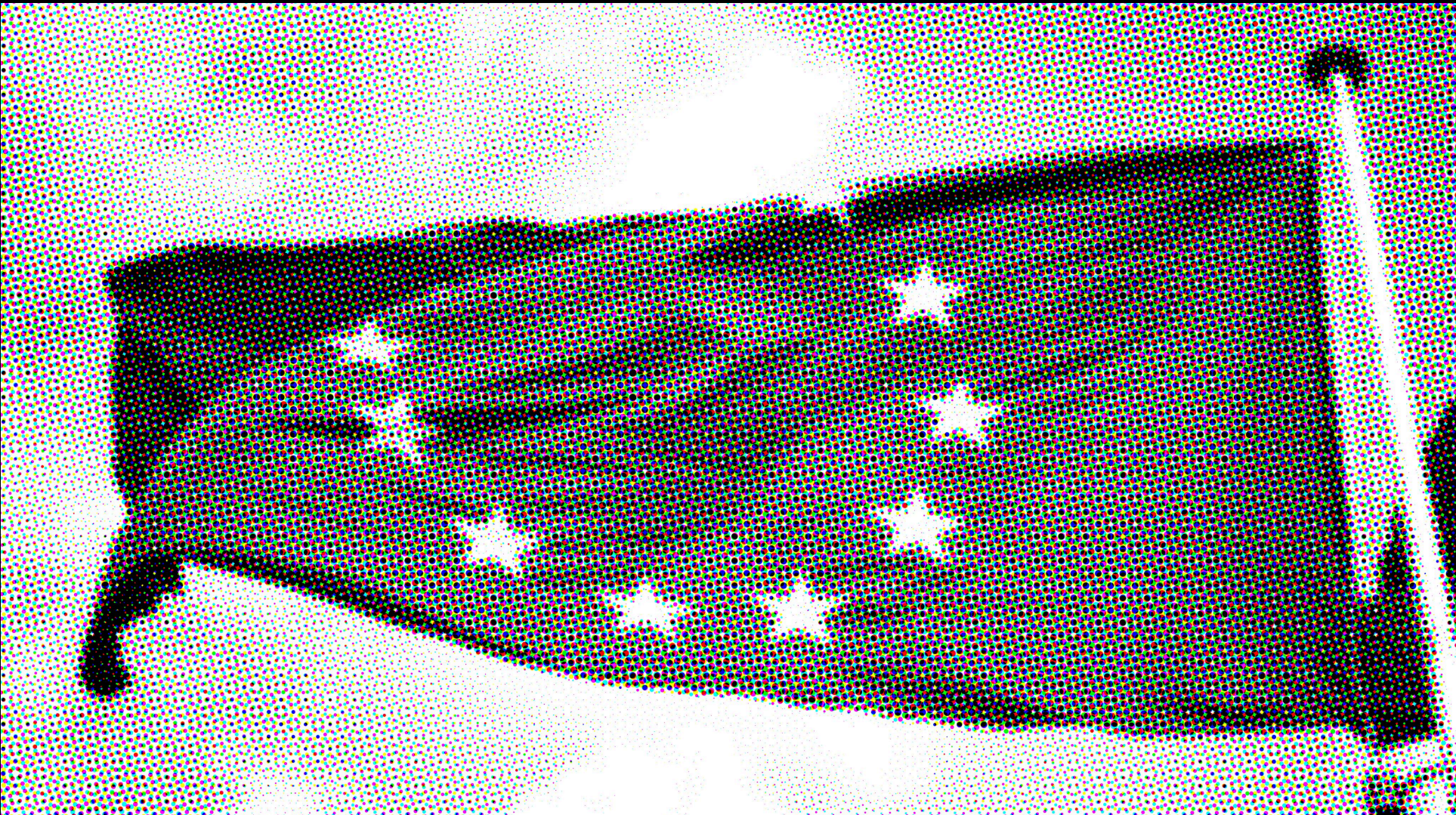


Understanding the European AI Act, as a UK organisation

The European Union’s Artificial Intelligence Act (Regulation (EU) 2024/1689) applies to any business whose AI output touches EU residents, regardless of where the company is based. Responsibility isn’t limited to AI vendors; a UK company using a third-party chatbot or scoring tool is classed as a Deployer and shares legal accountability. The Act applies a tiered, risk-based framework, and enforcement is already staggered into effect. The first obligations became active in February 2025, with full high-risk compliance phased in through 2027.

[EU AI Act - Full article ↗](#) • [EU Artificial Intelligence Act website ↗](#)



MAXIMUM FINE

€35M

Non-compliance carries severe fines, up to €35M or 7% of global turnover for prohibited practices, and €15M or 3% for operational non-compliance.

HIGH-RISK EXPOSURE

15%

Up to 15% of enterprise AI systems are estimated to fall into the high-risk category, requiring full pre-market auditability, technical documentation, and ongoing human oversight.

ENFORCEABLE ARTICLES

113

Spanning 113 articles and 180 recitals, the Act establishes a single, unified regulatory code across all 27 EU Member States.



Broad Scope & Definition

Covers statistical software, decision engines, and Generative AI systems alike.

Staggered Deadlines

Enforcement began in early 2025, with high-risk compliance phasing in progressively.

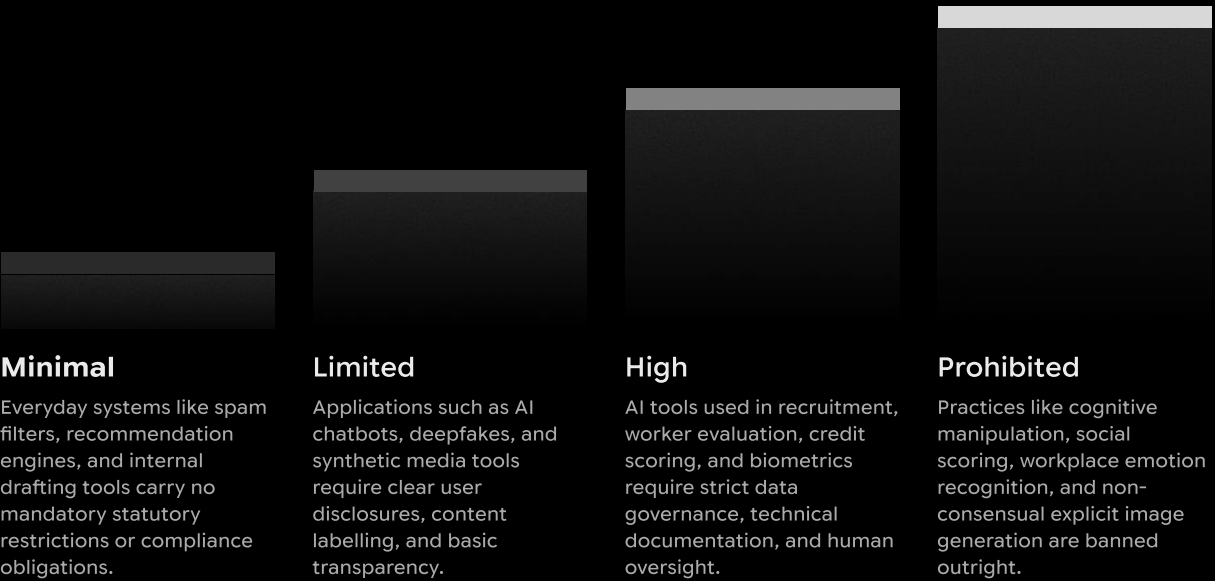
Shared Legal Liability

UK deployers of third-party AI models share accountability alongside software vendors.

Mandatory AI Literacy

Article 4 mandates that all staff operating AI systems possess an adequate level of AI literacy.

Risk levels



Enforcement timeline



First steps

- 1 Conduct AI inventory**
Map all AI tools, SaaS integrations, and automated engines active across teams.
- 2 Determine Legal Role**
Establish whether you are building tools (Provider) or using third-party AI (Deployer).
- 3 Review Vendors**
Require compliance proof from vendors, assign human oversight, and update staff AI literacy.
- 4 Perform Risk Classification**
Map tools to the 4 risk tiers; execute Fundamental Rights Impact Assessments for high-risk tools.