

# ***AI: MISINFORMATION, TRANSPARENCY, AND LEGISLATION***

**European Parliament Liaison Office  
in the UK**



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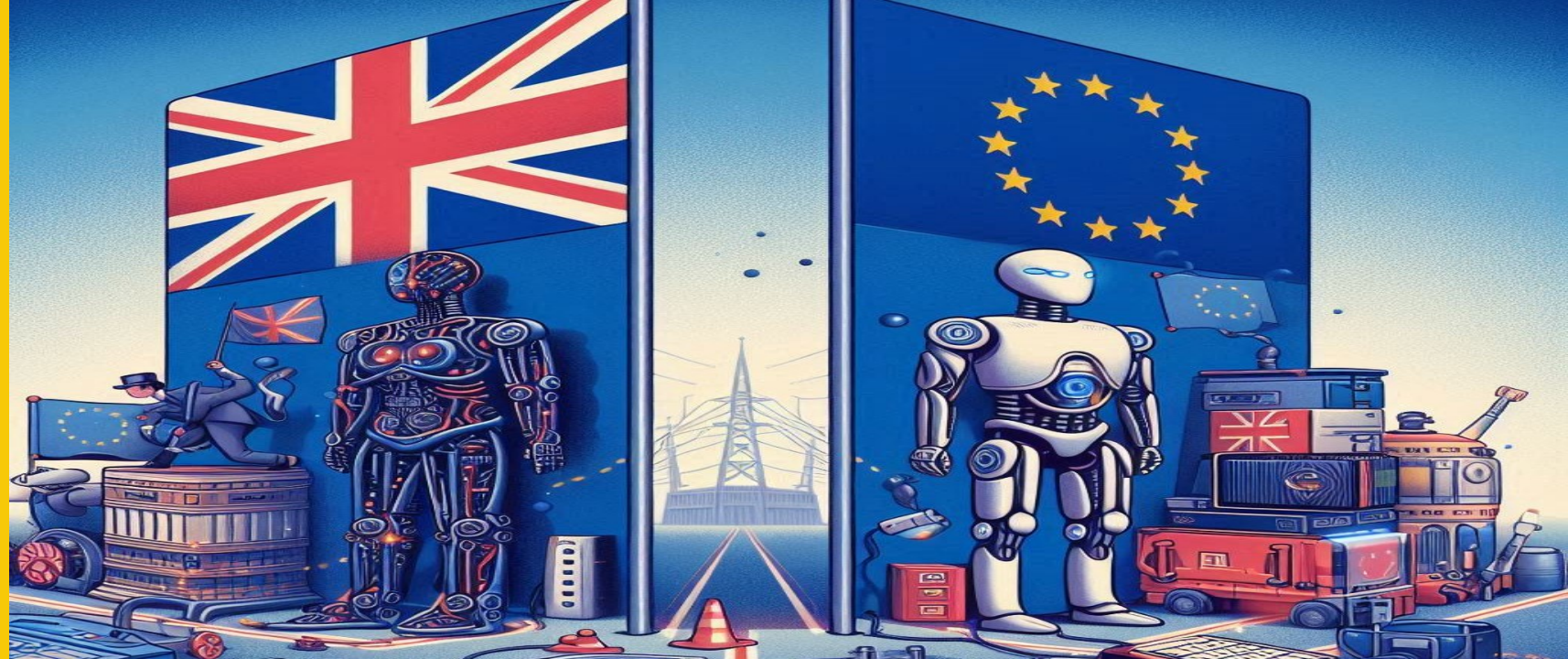
More information about the youth offer of the European Parliament Liaison Office in the UK: [europarl.org.uk](http://europarl.org.uk)

# ***WHAT IS THE WORK OF THE EUROPEAN PARLIAMENT IN THE UK?***



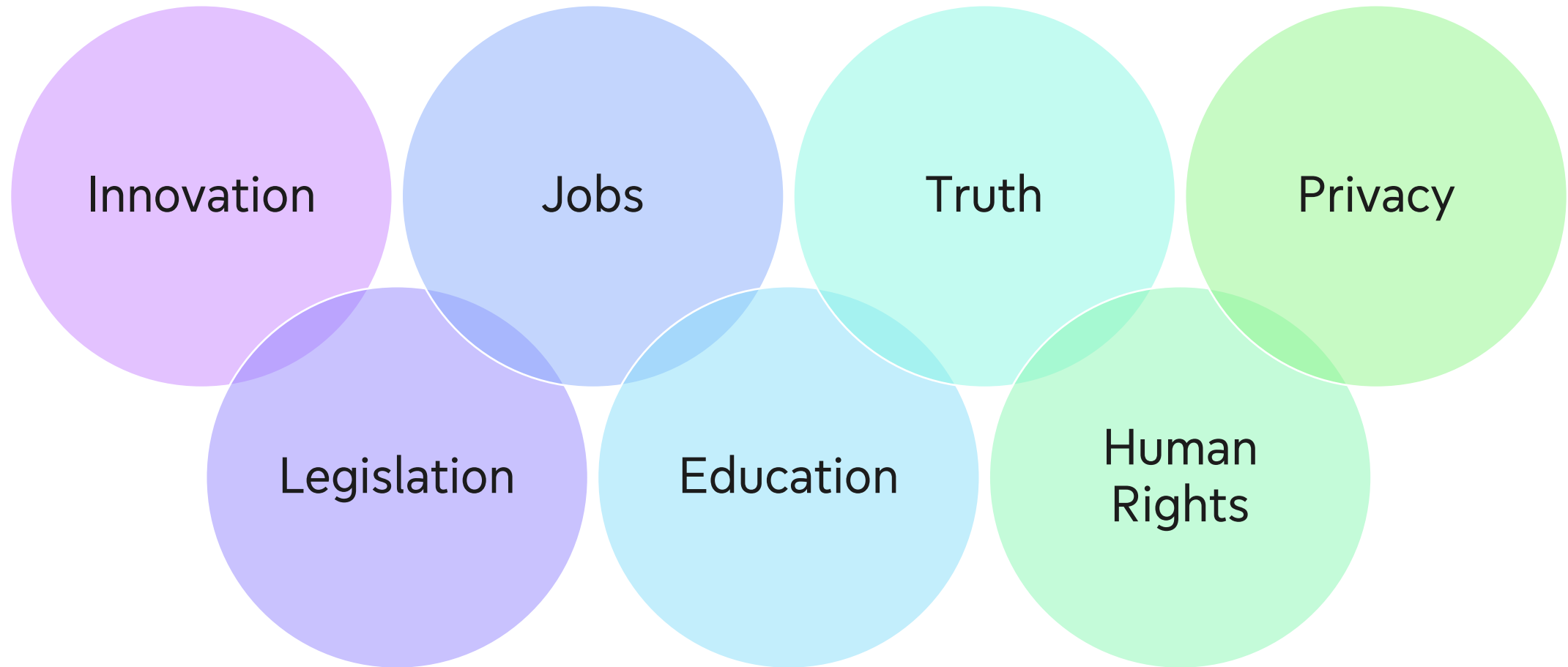
- Reach out to EU citizens living in the UK (see: European Elections 2024)
- Support EU - UK political liaison and dialogue between the European Parliament and Westminster (see: Parliamentary Partnership Assembly, Delegation visits etc.)
- Manage EP youth programmes in the UK: Ambassador Schools, Euroscola, Educational Sessions, visits/talks
- Cultural diplomacy programmes: 12 Star Gallery exhibitions, events
- Values projects: LUX Audience Awards, human right events (e.g. Sakharov-prize, LGBTQ rights)

# ***WHY ARE WE TALKING ABOUT AI?***



- Hot topic: key challenge for our societies
- Both the EU and UK respond to the challenge and strive for global influence
- Demonstrates different ways of making decisions
- EU-UK relations: different and similar approaches – divergence vs convergence
- Touches on our work with young people and the issues they care about

# ***ISSUES FOR (YOUNG) CITIZENS***



# UK/EU AI REGULATION HISTORY

## United Kingdom

- March 2023: AI Regulation White Paper
- Consultations
- February 2024: A pro-innovation approach to AI regulation: government response

## European Union

- March 2024: EP adopts AI Act, the world's first comprehensive legal framework on AI and will apply in the same way across the EU's 27 European Member States, creating a harmonized approach to the regulation of AI.
- Spring 2025: AU AI Act fully applicable

*'Unlike the EU's AI Act, which will create new compliance obligations for a range of AI actors ... the UK government is developing a principles-based framework for existing regulators to interpret and apply within their sector-specific domains' - White & Case global law firm*

# ***DIFFERING APPROACHES***

## **United Kingdom**

- Light regulatory approach, Guidance, 'Hold and wait'
- 'Vertical' regulation sector-by-sector: existing regulators assess the impact of AI in their field
- Focus on promoting UK as home of innovation
- Seeks to be home to international AI regulator, for example the it refers the US risk management framework of January 2023.
- Does not rule out new laws or a cross-sectoral general regulation in the future.

## **European Union**

- Legislation with penalties
- 'Horizontal' regulation: rules apply across sectors (see EU competences)
- Focus to improve the functioning of the European market and to promote human-centric and trustworthy AI, while ensuring a high level of protection of fundamental rights against the harmful effects of AI systems and supporting innovation.
- Focus on the use of AI systems instead of the technology itself.
- Risk based approach: the higher the risk the stricter the rules, unacceptable risk is prohibited.

# A CLOSER LOOK

## United Kingdom

Five principles:

- safety, security and robustness;
- appropriate transparency and explainability;
- fairness;
- accountability and governance; and
- contestability and redress.

## European Union

The AI Act introduces:

- a ban on the use of certain AI systems, allowing the exceptional use of remote biometric identification (RBI) systems used for law enforcement purposes, subject to specific restrictions and safeguards;
- specific requirements for AI systems considered as high-risk, subject to a conformity assessment before being placed on the EU market;
- transparency requirements for AI systems involving a limited risk to the health, safety and human rights of EU citizens; and
- a tailored and tiered governance mechanism for GPAI models, with more stringent obligations for those presenting systemic risks (a separate report will analyse the relevant provisions for GPAI models and systems).



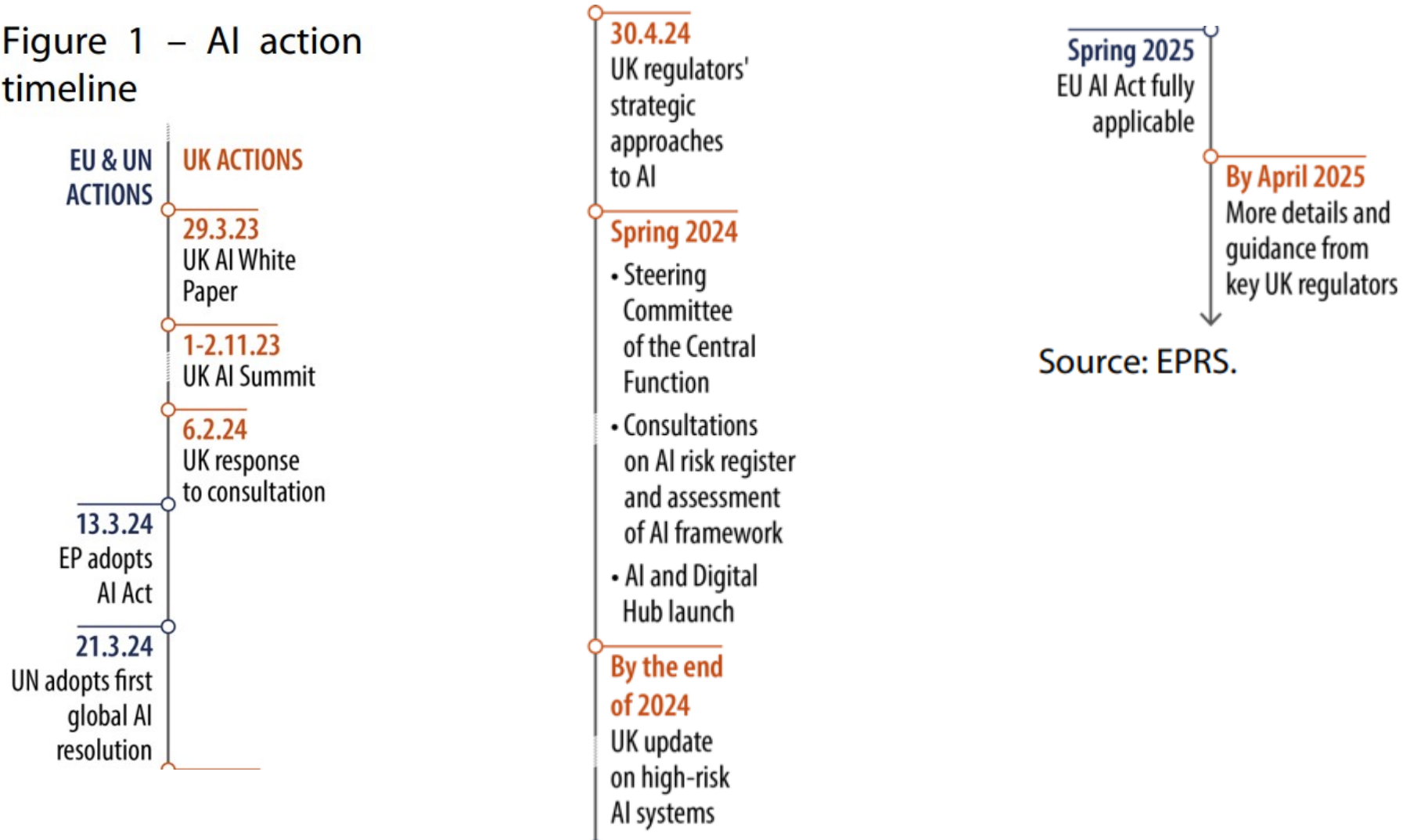
# ***DIVERGENCE: IT'S A TWO-WAY THING***



- Brexit's impact on the UK's global AI leadership
- 'Brussels' effect: EU is exporter of regulation (laws apply to any firm whose technology is being used in the EU)
- The EU AI Act may also apply directly in Northern Ireland under the Windsor Framework
- EU-UK Trade and Cooperation Agreement (TCA) (November 2023): the European Parliament welcomed 'regulatory cooperation on ... emerging technologies, including artificial intelligence'.
- Re-joining Horizon Europe (February 2024), UK AI minister Jonathan Berry offered to work with the EU on regulation, stating that London's approach to copyright in AI was likely to be 'reasonably close' to that of Brussels.
- The UK and France are already cooperating on AI in safety and technology development.
- UK general election on 4 July 2024: "*A Labour government would urgently introduce binding regulation and establish a new regulatory innovation office for AI*".

# AI ACTION TIMELINE

Figure 1 – AI action timeline



# USEFUL SOURCES

- A pro-innovation approach to AI regulation: government response: <https://www.gov.uk/government/consultations/ai-regulation-a-pro-innovation-approach-policy-proposals/outcome/a-pro-innovation-approach-to-ai-regulation-government-response>
- Artificial intelligence act: Council and Parliament strike a deal on the first rules for AI in the world: <https://www.consilium.europa.eu/en/press/press-releases/2023/12/09/artificial-intelligence-act-council-and-parliament-strike-a-deal-on-the-first-worldwide-rules-for-ai/>
- The United Kingdom and artificial intelligence: [https://www.europarl.europa.eu/RegData/etudes/ATAG/2024/762285/EPRS\\_ATA\(2024\)762285\\_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/ATAG/2024/762285/EPRS_ATA(2024)762285_EN.pdf)
- [Global AI Law Policy Tracker](https://iapp.org/media/pdf/resource_center/global_ai_law_policy_tracker.pdf), IAPP (February 2024): [https://iapp.org/media/pdf/resource\\_center/global\\_ai\\_law\\_policy\\_tracker.pdf](https://iapp.org/media/pdf/resource_center/global_ai_law_policy_tracker.pdf)
- [The United Kingdom and artificial intelligence](#), EPRS At a Glance 19-04-2024
- [Artificial Intelligence \(Regulation\) Bill \[HL\]](#) / House of Lords, Library Briefing, 18 March 2024

## Press articles:

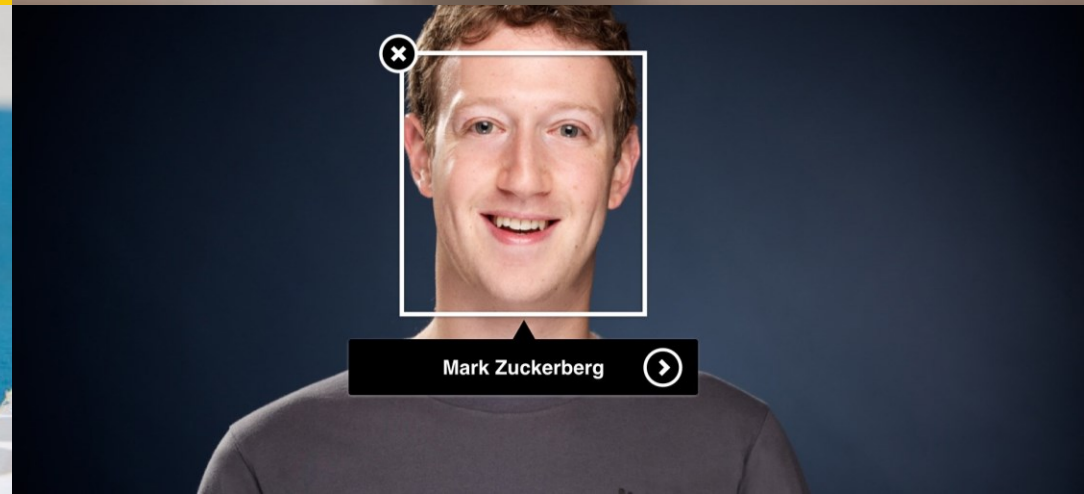
- [UK working on rules for training of AI models with creative work](#) / Financial Times, 19 May 2024
- [UK rethinks AI legislation as alarm grows over potential risks](#) / Financial Times, 15 April 2024
- [UK Versus EU: Who Has A Better Policy Approach To AI?](#) / NOAH GREENE. In TechPolicy Press FEB 28, 2024

# VERTICAL VS HORIZONTAL

		SECTOR	MEDIA	HEALTHCARE	POLICING
RISK LEVEL			Copyright Libel	CQCC Privacy	Home Secretary Human Rights
UNACCEPTABLE	Banned				
HIGH	Heavily regulated Human oversight				
LIMITED	Less regulation Transparency requirements				
MINIMAL/NO	Minimal regulation Encourage innovation				

Let's play:

# ***GET THE RISK RIGHT***



# GET THE RISK RIGHT



## Social scoring



# GET THE RISK RIGHT

UNACCEPTABLE

## Social scoring



# ***GET THE RISK RIGHT***

**UNACCEPTABLE**

**HIGH**

**LIMITED**

**MINIMAL/NO**

## **Giving legal assistance**



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# ***GET THE RISK RIGHT***

**HIGH**

## **Giving legal assistance**



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# ***GET THE RISK RIGHT***

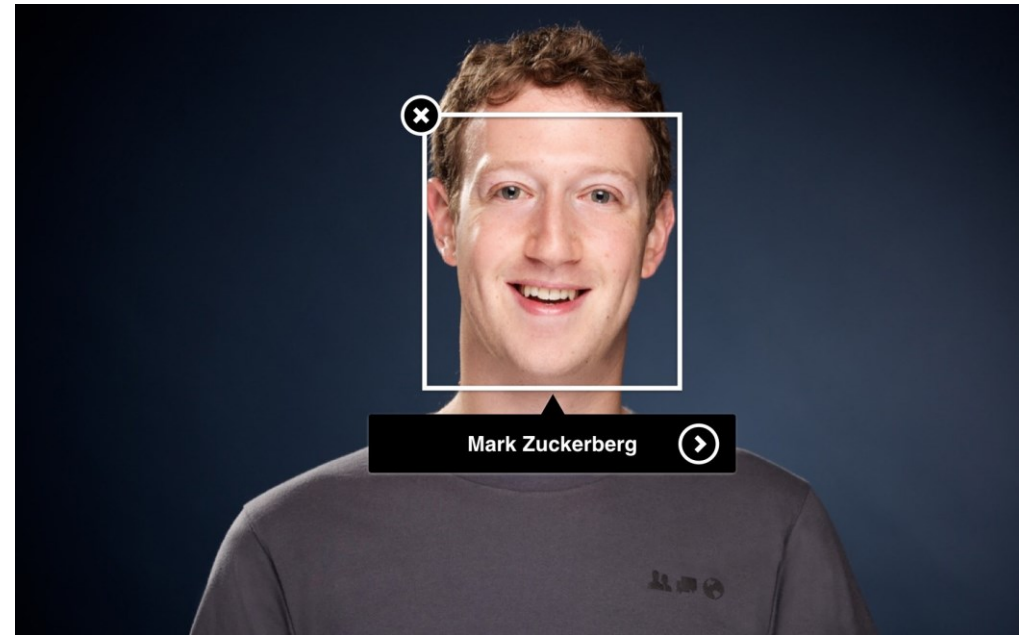
**UNACCEPTABLE**

**HIGH**

**LIMITED**

**MINIMAL/NO**

## **Biometric recognition**



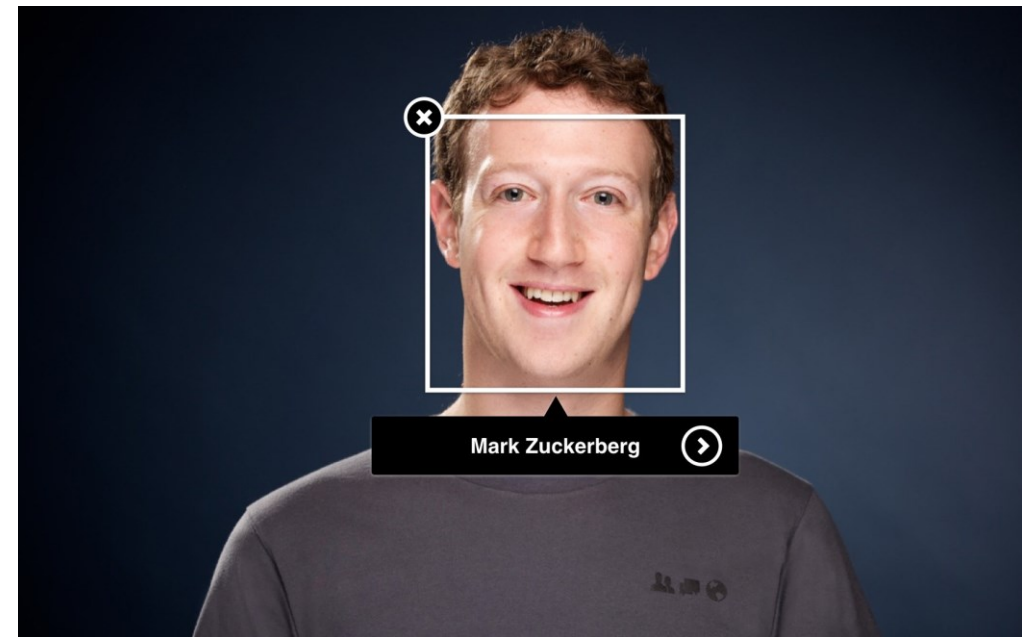
# GET THE RISK RIGHT

UNACCEPTABLE

HIGH

LIMITED

## Biometric recognition



# ***GET THE RISK RIGHT***

**UNACCEPTABLE**

**HIGH**

**LIMITED**

**MINIMAL/NO**

## **Toys and games**



# ***GET THE RISK RIGHT***

**UNACCEPTABLE**

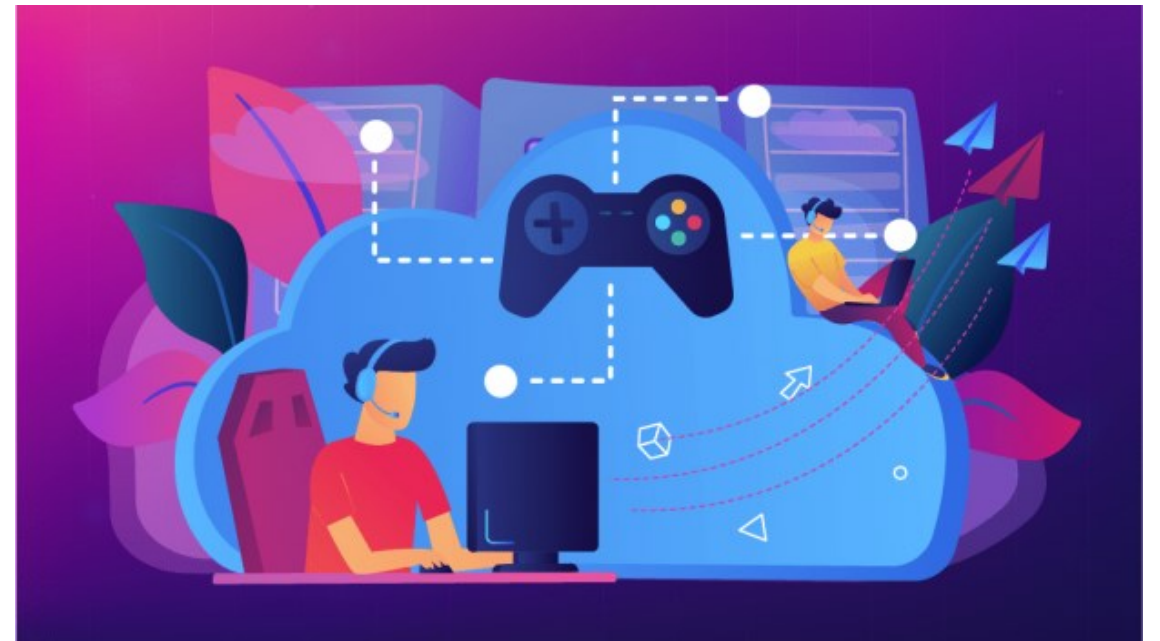
## **Toys and games**



# ***GET THE RISK RIGHT***

## **Toys and games**

**MINIMAL/NO**



# ***GET THE RISK RIGHT***

**HIGH**

**Toys and games**



# ***GET THE RISK RIGHT***

**UNACCEPTABLE**

**HIGH**

**LIMITED**

**MINIMAL/NO**

## **Creating deep fakes**





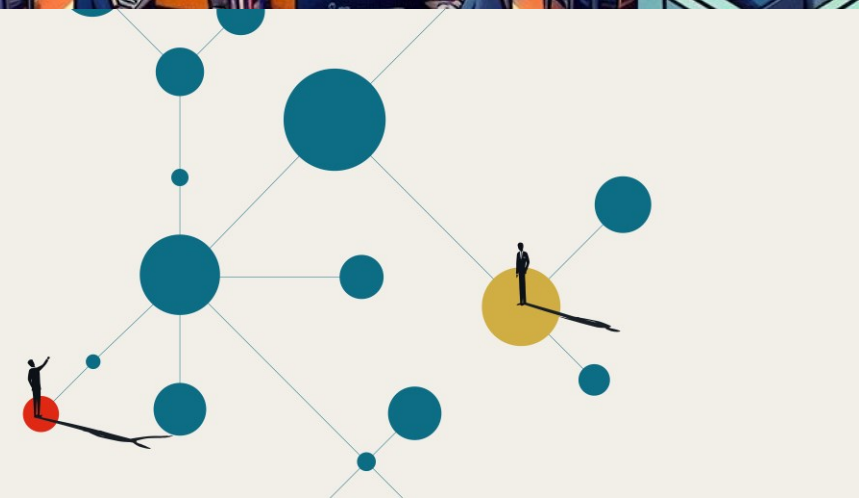
# ***GET THE RISK RIGHT***

## **Creating deep fakes**

**LIMITED**



# WHAT IS TRANSPARENCY?



# HOW WOULD YOU STOP THIS?

Maia Sandu

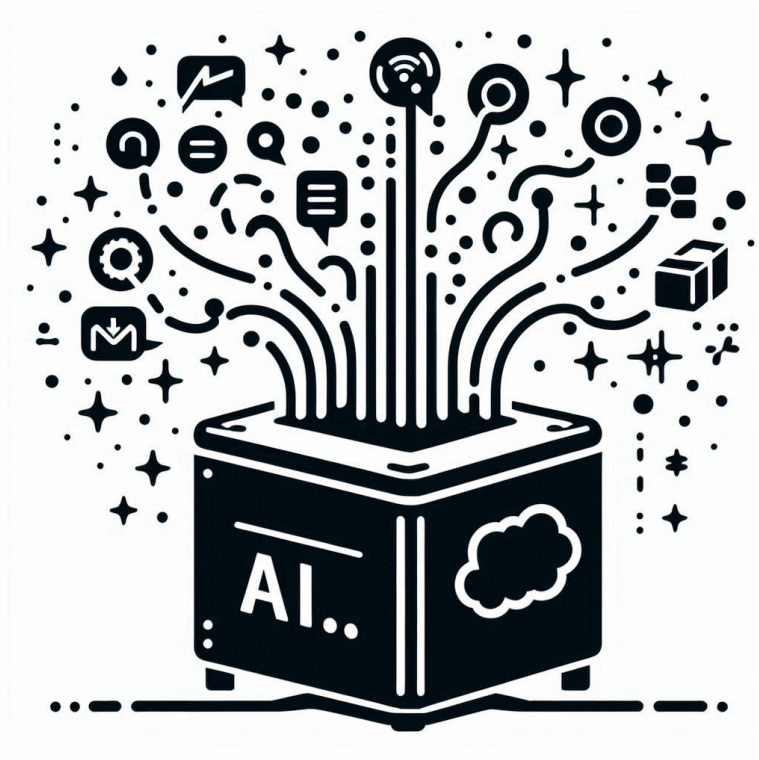


Rosehip tea



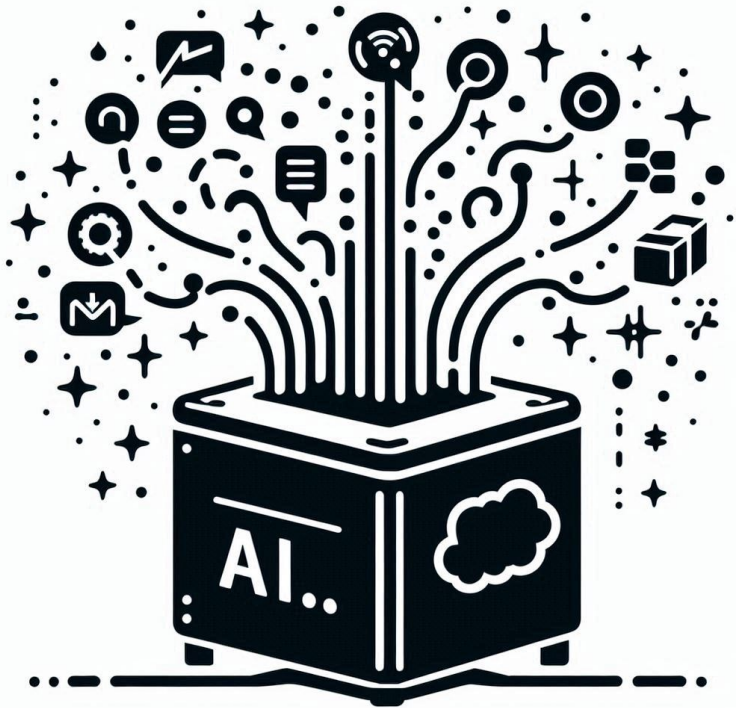
# HOW WOULD YOU DEAL WITH THIS?

Clogger



# HOW WOULD YOU DEAL WITH THIS?

Clogger



Dogger

