

Top executives unaware of the scope of EU's new AI laws.



Below are extracts taken from an article published by The Irish Independent online on Monday , October 16th, 2023, and as referenced below.

Independent.ie 

According to The Irish Independent, Mulligan (2023) , in a recent survey conducted by the Institute of Directors in Ireland, 75% of senior executives are not aware of the extent of new and pending EU laws on Artificial Intelligence:

Most senior executives in Ireland aren't aware of the scope of planned new EU rules on artificial intelligence, according to a survey published this morning. The EU's draft Artificial Intelligence Act will impose a regulatory framework for artificial intelligence that includes rules for developers and users of artificial intelligence systems. The rules will also ban artificial intelligence (AI) systems that it deems dangerous for humans.

The legislation – expected to be enacted late this year or in 2024 – will have a sweeping impact across a range of sectors. But the Institute of Directors in Ireland has found that 75pc of senior executives it surveyed don't know how extensive the new rules will be, while more than half don't have board-approved AI and cyber security in place at their firms.

Despite the rapid take-up of AI systems, 41pc of respondents in the survey said their organisations are not yet using AI but are planning to explore its potential, while 19pc have no plans to use such systems. Of the organisations in Ireland that do use AI, 71pc said they're using it to enhance operational efficiency, while 34pc use it to develop insights to support product and service development, 38pc said they're employing it for use in customer engagement.

Mulligan (2023)

Mulligan(2023) in his Irish Independent article reports that the referenced survey illustrates a strong desire on the part of Irish businesses, of all sizes and types, to understand more about AI technology, its applications and most importantly, for a legal framework in which to operate safely and securely and in an ethical manner:

The executives surveyed work across a range of entities, including state and semi-state bodies, not-for-profit organisations, private sector SMEs as well as listed firms and multinationals.

"The results of this survey underscore the transformative potential of AI across business in Ireland, but also the desire on the part of our members for an AI framework that supports its safe and reliable use in everyday business to drive performance," said Caroline Spillane, the chief executive of the Institute of Directors in Ireland.

"There is a clear desire emanating from the respondents in this survey to learn more about this technology and how it will affect Irish business in the future, but also the ethical consequences that must be considered when adopting this technology," she added.

Mulligan (2023)

Mulligan (2023) notes that law firm William Fry describes the new legislation as "likely to have as large an impact as GDPR had on providers," and once enacted, the legislation allows for an 18-month transitional period. Like GDPR, enforcement of these new AI laws will be accompanied by hefty fines of up to €30m, or 6pc of the provider or users' global turnover.

References

Mulligan, J. (2023) 'Top executives unaware of the scope of EU's new AI laws, *Irish Independent* 16 October. Available at : <https://www.independent.ie/business/irish/top-executives-unaware-of-the-scope-of-eus-new-ai-laws/a868838044.html> . (Accessed 23 October 2023).