

Entry into force of the EU Artificial Intelligence Regulation General Provisions and Prohibited AI Practices Now Effective



On February 2, 2025, Chapters I (“General Provisions”) and II (“Prohibited AI Practices”) of the European Union Artificial Intelligence Regulation came into effect. This regulatory framework sets clear rules for the development, commercialization, and use of AI systems within the EU and, in certain cases, even outside its borders (review past alerts at the end of the alert).

Chapter I: General Provisions

This chapter seeks to foster human-centric AI adoption while ensuring the smooth operation of the internal market within the European Union. It also defines the scope of application, which includes providers, their representatives, and those responsible for deploying AI systems, even when they are not physically established in the EU.

Chapter II: Prohibited AI Practices

The regulation prohibits the marketing, deployment, or use of AI systems that pose risks to fundamental rights or public safety. Key prohibited practices include:

- Using subliminal, manipulative, or deceptive techniques to substantially influence users’ behavior.
- Exploiting individual vulnerabilities stemming from age, disability, or specific economic or social conditions to manipulate behavior.
- Evaluating or classifying individuals or groups based on their social behavior or personal characteristics in ways that lead to discriminatory outcomes (e.g., social scoring).
- Predicting the likelihood of criminal offenses based solely on profiling.
- Inferring emotions of individuals in workplaces and educational centers.
- Deploying real-time remote biometric identification systems in public spaces, except for certain legally authorized purposes.

For the full regulation, click [here](#).

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