EU puts out guidance on uses of AI that are banned under its AI Act

The first compliance deadline kicked in a couple of days ago for the European Union's AI Act, a risk-based framework for regulating uses of artificial intelligence — banning a narrow selection of so-called "unacceptable risk" use cases of AI, such as social scoring that could lead to detrimental or unfavourable treatment; or harmful manipulation using "subliminal techniques."

On Tuesday the EU's executive body, the Commission, followed up that fixed deadline by putting out guidance for developers on how to comply with this aspect of the bloc's AI rule book.

Developers seeking help with staying on the right side of the law when it comes to applying artificial intelligence in the region are likely to be keen to parse the advice. Breaches of the law's rules on prohibited use cases can attract the stiffest penalties: up to 7% of global turnover (or €35 million, whichever is greater).

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