

TMT & DP Insights

AI Act: Upcoming deadlines and
new obligations from February and
August 2025

Levels of risk according to the AI Act



Unacceptable risk (violation of fundamental EU rights)

Systems such as social scoring, predictive policing, targeting users based on vulnerable characteristics, etc.



High risk (impacts on health, safety, and fundamental rights)

Systems used for biometric purposes, emotion recognition, or categorization of individuals based on personal attributes.



Limited risk

Systems that interact directly with users, such as chatbots or AI systems generating text, audio, images, or video.



Minimal risk

Systems that do not interact with people or do so with a very low impact, such as spam filters and AI in video games.



Timeline of the AI Act

- **August 1, 2024**
The Regulation (EU) 2024/1689 ("**AI Act**") enters into force.
- **February 2, 2025**
Obligations regarding the AI **literacy/training** and the prohibition of **practices with unacceptable risk levels** shall apply.
- **August 2, 2025**
Obligations related to **general-purpose AI models, public governance**, and the **penalties** system shall apply.
- **August 2, 2026**
The AI Act becomes almost fully applicable, with the exception of obligations related to specific high-risk AI systems (e.g., AI applications used for safety components of products such as toys, medical devices, cars, aircraft, etc.). It is recommended to **properly kick-start the compliance process in due time**.
- **August 2, 2027**
The AI Act becomes fully applicable.



What to undertake before February 2, 2025?

- **Train** staff and other stakeholders.
- **Map** and **classify** the AI systems provided and/or used by the Company according to the **risk categories** provided by the AI Act.
- **Assess** risks to identify AI systems that may fall under the **prohibited categories**.
- If prohibited AI systems are identified, **providers** must **terminate supply**, and **users (deployers)** must **stop using** such systems.
- Draft appropriate **internal policies** to govern the implementation of AI systems, including generative AI systems (such as ChatGPT and Gemini).
- Develop **governance plans**, identifying the business functions involved and to be involved, as well as **internal policies** for a proper **assessment** of future AI systems.
- Assess **risks** and **guarantees** early in the **contracting** phase.



What to undertake before August 2, 2025?

- **Identify the competent authorities** to interface with and engage.
- **Map and assess** GPAI models developed within the Company to verify the existence of **systemic risk** and, if necessary, **notify** the European Commission.
- **Adopt adequate internal policies** that comply with the regulation.
- Summarize in a clear and understandable way the **content used to train the models** and adopt transparency mechanisms.
- Appoint an **authorized representative** in the EU, in the case of suppliers established in third countries.



What are the penalties?

From August 2, 2025: the penalties regime provided for by the AI Act shall apply, which includes:

- administrative fines of up to **35 million euros** or up to **7% of the total worldwide annual turnover** for the preceding financial year (whichever is higher), in the event of **failure** by providers **to remove** and **cessation of use** by deployers of prohibited AI practices.
- administrative fines of up to **7.5 million euros** or up to **1% of the total worldwide annual turnover** for the preceding financial year (whichever is higher), in the case of **incorrect, incomplete or misleading information** to notified bodies or national competent authorities in reply to a request.

From August 2, 2026:

- administrative fines not exceeding **3% of the total worldwide annual turnover** for the preceding financial year or **15 million euros** (whichever is higher) for providers of GPAI models who, intentionally or negligently, **infringe the provisions applicable to them** under the AI Act.



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