

The image features a dark purple semi-circular overlay on the left side, which contains the Dentons logo and the main title. The background is a close-up photograph of succulent plants with thick, fleshy leaves in shades of purple, blue, and green. A bright yellow light source is visible in the lower right, creating a warm glow and highlighting the texture of the plants.

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Global regulatory landscape: an overview

Grow | Protect | Operate | Finance

New, rapidly evolving global laws and regulations

US & Canada

US

- Guidance
 - NIST
 - FTC
- Legislation
 - Federal Bills/Task Forces/Funding
 - State (e.g., CO, IL, UT) Bills Pending in 45, Laws or Resolutions enacted in 31
 - Local (e.g., NYC)
- Exec Actions
 - EOs (e.g., 14110), with PGIAI, GAIRA, and AI in Global Development Playbook
 - Bill of Rights
 - Multi-National Agreement on AI Security
 - AI Safety Institute
 - AI Safety Consortium

Canada

- Québec Act
- Proposed bill at federal level

LatAm

- **Regional Initiatives:** Ibero-American Data Protection Network: Recommendations./ Cartagena de Indias Declaration to promote ethical AI governance framework
- **Current Laws:** Peru (AI) and Uruguay (Accountability w/impact on AI)
- **Draft Laws:** Argentina, Brazil, Chile, Colombia, Mexico, Ecuador, Panama, Dominican Republic, Costa Rica
- **Recommendations:** Argentina, Colombia, Mexico, Colombia
- **Policy:** Chile
- **Guidelines:** Colombia, Uruguay
- + Recent Judicial and Administrative Decisions in Colombia and Brazil.

UK

- New UK government in the summer
- No mention of an AI Bill in the King's Speech
- HMG will "establish the appropriate legislation"
- Regulatory initiatives, e.g. ICO, FCA
- AI Safety Institute will be made a statutory body
- Watch this space!

EU

- AI Act
- Draft AI Liability and Draft revised Product Liability Directives
- See also:
 - DSA
 - DMA
 - DA
 - DGA
 - NIS 2
 - DORA
 - GDPR
 - e-Privacy Regulation (?)

APAC

- **Guidance** in place for China, Singapore, Japan and Australia guidance
- **Draft laws** for Korea, Vietnam, Thailand, Philippines and more law coming for Australia
- **Current laws** in place for China, Indonesia, Philippines

Locations in purple represent Dentons offices.
 Locations in blue represent associate firms, offices, jurisdictions of practice from other Dentons' offices or special alliances as required by law or regulation..
 Locations in gray represent Brazil Strategic Alliance.
 大成 is Dentons' preferred law firm in China.

Remember:
 existing laws
 continue to
 apply to AI

AI regulation – hard law

Country	Proposed law, regulation or initiative
Australia	<ul style="list-style-type: none">• Voluntary framework consisting of eight AI Ethics Principles at federal level since 2019. New South Wales state government AI-related guidance• Ten voluntary ‘guardrails’ released September 2024 (part of the Voluntary AI Safety Standard) for Australian organisations which apply now• Draft mandatory guardrails for AI in high-risk settings released subject to further consultation• Online safety laws (sexualised deep fake, new ‘doxxing’ offences for distribution of personal data in way that would be regarded as menacing or harassing an individual or group)• Law reform for Privacy Act - new tort for invasion of privacy. Obligation for privacy policies to expressly outline automated decision making - where personal information will be used by a computer program to make a decision that ‘could reasonably be expected to significantly affect the rights or interests of an individual’. Will impact systems even if there is a ‘human in the loop’ in the decision-making process, if the decision is substantially made or influenced by AI or another automated decision-making system, this will need to be disclosed in the Privacy Policy
Brazil	<ul style="list-style-type: none">• Proposals for risk based approach (likely to follow EU model)
Canada	<ul style="list-style-type: none">• Québec Act respecting the protection of personal information in the private sector• Proposed Digital Charter Implementation Act of 2022 (Bill C-27) including proposed Artificial Intelligence and Data Act (AIDA)• Private sector: Voluntary Code of Conduct on the Responsible Development and Management of Advanced Generative AI Systems• Public sector: Government Directive on Automated Decision-Making for federal public institutions
China	<ul style="list-style-type: none">• Cyberspace Administration AI Guidance 2023 for AI products available to general public• AI law making its way through legislative process• Several sectoral and municipal regulations / guidance
European Union	<ul style="list-style-type: none">• AI Act (regulates providers of AI systems and entities using AI - classifies AI applications by risk of causing harm (unacceptable, high, limited, minimal plus an additional category for general-purpose AI) European Artificial Intelligence Board• Draft AI Liability and Draft revised Product Liability Directives• Digital Services Act, Digital Markets Act, Data Act, Data Governance Act, NIS2 Directive (cybersecurity), Digital Operational Resilience Act, General Data Protection Regulation, e-Privacy Regulation• Also – various member states such as Commission Nationale de l'Informatique et des Libertés (CNIL) (French data privacy regulator) AI Action Plan
India	<ul style="list-style-type: none">• Created AI governance principles (building on OECD)• Established four national committees to develop a policy framework
Indonesia	<ul style="list-style-type: none">• AI regulated as Electronic Agent under Law No. 11 of 2008 regarding Electronic Information and Transactions (EIT Law)• Government Regulation No. 71 of 2019 regarding Implementation of Electronic Systems & Transactions (GR 71/2019) general principles for AI services operators• National Strategy on Artificial Intelligence 2020 - 2045 in 2020• 2023 two guidelines regulating ethical values:• Ministry of Communication and Informatics (MOCI) Circular Letter No. 9 of 2023 on AI Ethical Guidelines 19 December 2023• Financial Services Authority (OJK) Ethical Guidelines on Responsible and Trustworthy AI in the Financial Technology Industry 4 December 2023
Japan	<ul style="list-style-type: none">• Published non-binding AI guidelines and created a national AI strategy• Includes contract guidelines for AI and data use, including model clause
Korea	<ul style="list-style-type: none">• National Assembly draft Act on Promotion of the AI Industry and Framework for Establishing Trustworthy AI - expected to be consolidated body of law incorporating seven AI-related bills introduced since 2022• Advance notice to users for high-risk areas and certification requirements.• Personal Information Protection Commission (PIPC) guidelines on applicability of the PIPA in each stage of AI development and deployment issued July 2024
New Zealand	<ul style="list-style-type: none">• AI Cabinet Paper published June by 2024 makes clear that a standalone AI Act is not on the horizon• Facial recognition technology enquiry by Privacy Commissioner April 2024. Privacy Act 2020, OPC guidelines

AI regulation – hard law

Hard law

Country	Proposed law, regulation or initiative
Perú	<ul style="list-style-type: none">• Law 31814, promotes the use of AI in favour of economic and social development. Its objective: Promoting the use of AI favouring the rights of individuals and respect of Human Rights, in an environments that guarantees ethical, sustainable, transparent, replicable and responsible use
Philippines	<ul style="list-style-type: none">• Data Privacy Act (DPA) Implementing Rules and Regulations (IRR) require data subject consent for decisions with legal effects concerning a data subject made solely [based on] automated processing• Three draft bills currently pending in the Philippines House of Representatives:• House Bill No. 7396 – Artificial Intelligence Development and Regulation Act of the Philippines: Proposes the creation of an Artificial Intelligence Development Authority (AIDA), responsible for the implementation of a national AI strategy• House Bill No. 9448 – Protection of Labor Against Artificial Intelligence Automation Act: Prohibits the use of AI as the sole or primary basis for hiring and termination of employees, aims at addressing potential displacement of human workers, lowering of salaries, etc. Also makes exceptions for industries where AI and automation are deemed necessary for safety, efficiency, or overall societal benefit• House Bill No. 7913 – Artificial Intelligence Regulation Act: Proposes an AI Bill of Rights to protect against unsafe and ineffective use of AI systems
Singapore	<ul style="list-style-type: none">• First AI governance framework in Asia (2019) – voluntary and based on two fundamental principles - decision-making process should be explainable, transparent and fair and AI should be human-centric• AI Verify toolkit to address AI governance to support testing and oversight still in pilot phase• Personal Data Protection Act 2012
Thailand	<ul style="list-style-type: none">• Two draft laws• Draft Royal Decree on Business Operations that Use Artificial Intelligence System• Draft Act on the Promotion and Support of AI Innovations in Thailand• Risk-based approach (3 categories - unacceptable risk (prohibited AI), high risk (prior registration and risk control measures) and limited risk
Uruguay	<ul style="list-style-type: none">• Accountability Act. Sets general guidelines for the future regulation of AI
United Kingdom	<ul style="list-style-type: none">• New UK government in the summer - no mention of an AI Bill in the King's Speech but Government states that it will "establish the appropriate legislation"• Regulatory initiatives, e.g. Information Commissioner's Office, Financial Conduct Authority• AI Safety Institute will be made a statutory body• More to come! In the meantime use of existing powers/guidance and UK GDPR
United States	<ul style="list-style-type: none">• Guidance – NIST, FTC, Institute of Electrical and Electronics Engineers (IEEE) Global Initiative on Ethics of Autonomous and Intelligent Systems (AIS)• Legislation - Federal Bills/Task Forces/Funding, State (e.g., CO, IL, UT) - bills Pending in 45 states, laws or resolutions enacted in 31 states, some local (e.g., NYC)• Exec Actions - EOs (e.g., 14110), with PGIAI, GAIRA, and AI in Global Development Playbook• 2021: White House Office of Science and Technology Policy Blueprint for an AI Bill of Rights• Multi-National Agreement on AI Security• AI Safety Institute• AI Safety Consortium
Vietnam	<ul style="list-style-type: none">• Ministry of Public Security (MPS) released in July 2024 draft Law on Digital Technology Industry (DTI Law)• Includes proposed prohibited AI practices• AI systems classified according to the level of risk

Soft law / best practice

Organisation	Proposed principles, code or standard
OECD AI principles	<ul style="list-style-type: none"> Promote use of AI that is innovative and trustworthy and that respects human rights and democratic values Impartiality (objective): Inclusive growth, sustainable development and well-being, diversity; human-centered values and fairness (non-discrimination); transparency and explainability; robustness, security and safety; accountability [Also 2017: Asilomar AI Principles]
G7 Principles and Code of Conduct	<ul style="list-style-type: none"> Support establishment of a coordinated global framework to promote the responsible and safe development and use of AI International guiding principles for advanced AI systems CoC maps onto principles and provides practical steps for development and deployment of AI
NIST AI Risk Management Framework	<ul style="list-style-type: none"> Seven characteristics of “trustworthy” AI Governance process Organisational processes and activities to assess and manage risk
ISO AI Management System ISO 42001:2023	<ul style="list-style-type: none"> Framework for managing risk and opportunities for responsible use of AI Integrated approach to managing AI projects, from risk assessment to effective treatment of these risks
ISO Risk Management Framework 31000:2018	<ul style="list-style-type: none"> Eight risk management principles Six principles to guide leadership and commitment: A diagrammed process for risk management
ASEAN Guide on AI Governance and Ethics	<ul style="list-style-type: none"> Practical guide for designing, developing and deploying AI Interoperability of AI frameworks across jurisdictions in the region Guiding principles for the framework

Please visit our global AI solutions hub for more information and updates or to contact a member of our global AI team:

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The Dentons logo, consisting of the word "DENTONS" in a white, sans-serif font, enclosed within a white arrow-shaped border pointing to the right.

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Client experience webinar program

Thank you

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