

# AI ACT

To protect the rights and freedoms of EU citizens  
and ensure that they are not manipulated.

## OPPORTUNITIES

- Build robust AI products that citizens can rely on.
- Respect intellectual property and promote ethics in AI.



## MAIN POINTS

- As healthcare providers dealing with health data, online pharmacies fall in a high-risk category.
- Risk-based approach.

1

### UNACCEPTABLE RISK

Highest level of risk prohibited in the EU. Includes AI systems using e.g. subliminal manipulation or general social scoring.

2

### HIGH RISK

Most regulated AI systems, as these have the potential to cause significant harm if they fail or are misused, e.g. if used in law enforcement or recruiting.

3

### LIMITED RISK

Includes AI systems with a risk of manipulation or deceit, e.g. chatbots or emotion recognition systems, Humans must be informed about their interaction with the AI.

4

### MINIMAL RISK

All other AI systems, e.g. a spam filter, which can be deployed without additional restrictions.

## PENALTIES

- Fines of up to €20M or at least 6% of the total annual worldwide turnover.
  - » Existing liability, data protection, and copyright law to be respected
  - » Additional diligence may be required as early as 2025

