## French Authorities Pledge Cooperation for Al Work

On March 20, 2025, the French Competition Authority (FCA) announced that it had recently held a joint seminar with the French Data Protection Authority (CNIL) to discuss the intersection of competition law and data protection law in the field of AI. The authorities discussed the FCA's 2024 competitive analysis of the generative AI sector, the CNIL's 2025 recommendations on the development of responsible AI, how to ensure that AI model training is lawful with regard to privacy law, and economic challenges of AI business

models and the AI value chain. The seminar underlines the objective of the FCA and CNIL to cooperate closely on AI issues, as expressed in their 2023 joint declaration and the FCA's 2024 opinion on the CNIL's draft recommendations for mobile apps.

## First Provisions of the AI Act Start to Apply in the EU

On February 2, 2025, the first provisions of the AI Act became applicable. Certain applications of AI that are perceived to pose an unacceptable risk (e.g., social scoring) are now prohibited in the EU. In addition, all companies subject to the AI Act must implement AI literacy requirements (e.g., staff training). To assist companies implementing the new rules, the European Commission (EC) has published extensive draft guidance on prohibited AI practices and on the definition of an AI system. For more information about the AI Act and its requirements, see our FAQ on "10 Things You Should Know About the EU AI Act" here.

Many of the AI Act provisions will be enforced at the national level. EU countries have until August 2, 2025, to establish which regulators will be competent to enforce the AI Act. Some countries have started announcing their enforcement frameworks. For example, on March 4, 2025, the Irish government approved a decentralized model formed of eight competent regulators. We expect more countries to finalize their enforcement frameworks in Q2 2025.

On August 2, 2025, the next phase of AI Act requirements will start to apply to new general purpose AI models (GPAI). The EC continues to draft the code of practice that will detail the new rules for GPAI. A third draft of



the Code was <u>published</u> in March 2025 and covers topics such as transparency requirements, provisions on copyright and safety and security. Discussions are ongoing and the Code is scheduled to be finalized by May 2025.

In parallel, the EC's agenda is focused on promoting development and deployment of AI in the EU, including facilitating the implementation of the AI Act. In February 2025, the EC <u>announced</u> that it plans to withdraw draft rules on liability in relation to AI in the EU. In July 2025,

the AI Office (part of the EC) will launch an AI Act Service Desk for businesses and other stakeholders to ask questions about implementing the AI Act. On April 9, 2025, the EC called for stakeholders to provide feedback on the current state of AI in the EU, including challenges they face with implementing the AI Act. The public consultation is open for feedback until June 4, 2025, via this link. The EC will assess the feedback to determine whether any amendments to the AI Act are necessary.