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**OUR RELATIONSHIP WITH AI: FRIEND OR FOE?
SUMMARY OF OUR GLOBAL STUDY**

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In the near future, AI will drive our cars, allocate public resources, screen job candidates, scan our faces and restock our fridges. Sometimes it already does these things. But as its use grows, so will regulation. While policy makers in the UK, Germany, France and the US are convinced about the need for new rules, there is no consensus on the approach they should take, or how effective regulation might be, according to a survey of 1000 tech policy experts carried out by YouGov on behalf of Clifford Chance and Milltown Partners.

The perceived risks of AI

There is strong support for the application of AI to straightforward everyday tasks in the private sector, but more challenging issues that involve judging individuals, such as facial recognition, are deeply polarising. Tech policy influencers overwhelmingly distrust the use of AI systems to influence behaviour (for example to encourage someone to spend more time using a service), and to make judgements about personal characteristics, such as age, income, and health. This may reflect the fear that biased AI is even worse than a biased human being.

Tech policy influencers have clear views on the sectors where the use of AI is a priority for strong regulation - defence and national security (70%); policing and law enforcement (69%); financial services (61%); and the use of medical data (59%).

Self-regulation is insufficient

Our respondents see self-regulation of AI use as a positive step, but self-regulation is widely seen as inadequate on its own. They believe that a comprehensive regulatory framework tackling high risk applications of AI (similar to the European Commission's current proposals) would be effective, but they tend to be slightly more convinced by sector-specific rules for different AI applications. They do, however, support the introduction of a requirement to register high-risk AI systems with a government or EU-run database as proposed by the EU's AI Act. We are likely see this pushed against by

companies, where the practicality of these registrations and risk to intellectual property remains unclear.

Based on existing regulatory proposals, it is likely that we will see a combination of all of these approaches to varying degrees.

Government regulation and compliance

Our survey responses suggest that AI advocates have yet to succeed in convincing policy stakeholders about the potential trade-offs between regulation and innovation. Less than a third of tech policy influencers believe that AI regulation is likely to be so prescriptive that it harms innovation, despite supporting an array of potentially burdensome regulatory approaches.

When asked how regulation would work in the real world, policymakers do not believe that governments are automatically likely to get regulation right and 67% of experts believe that AI regulation will be ineffective because companies will find ways to bypass the rules. This held true across every industry group and country.

This cynicism should be a concern for businesses of all sizes creating, procuring or using AI. Not only does it increase the probability of loose, overly expansive regulation that disproportionately hurts smaller businesses, it has the potential to weaken wider public trust, especially in the larger businesses most associated with the sector.

Recommendations

Our survey contains a number of recommendations for organisations that are using AI:

- **Balance excitement for future technology with reassurance and realism about its capabilities.**

Businesses need to play their part in driving a more mature conversation about AI and resist the temptation to fuel the hype machine. While AI adoption at scale has the power to transform fields, most individual use cases are more mundane.

- **Prioritise education alongside governance.** Organisations need to invest sufficient resources in educating customers about how they use AI, illustrating how indispensable it is for

many of the functionalities on which they rely, but also being transparent.

- **Don't wait for others to answer these questions for you.**

If businesses wait for regulation to take shape before they begin to act, there is a danger that they will find themselves trying to mitigate the damage and secure carve-outs, rather than helping to design a productive framework.

- **Know your audience and how to engage them.** While successive AI regulation will need to be as global and consistent as possible, businesses will often be making the argument at a national level, where priorities will inevitably vary depending on local conditions.

To find out more, read our full report [here](#).



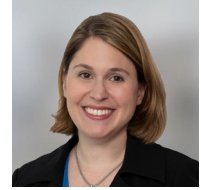
CONTACTS



Jonathan Kewley
Partner
London
T: +44 207006 3629
E: jonathan.kewley@cliffordchance.com



Herbert Swaniker
Senior Associate
London
T: +44 207006 6215
E: herbert.swaniker@cliffordchance.com



Megan Gordon
Partner
Washington
T: +1 202 912 5021
E: megan.gordon@cliffordchance.com



Dessislava Savova
Partner
Paris
T: +33 1 4405 5483
E: dessislava.savova@cliffordchance.com



Claudia Milbradt
Partner
Dusseldorf
T: +49 211 4355 5962
E: claudia.milbradt@cliffordchance.com



Gail Orton
Head of EU Public Policy
Paris
T: +33 1 4405 2429
E: gail.orton@cliffordchance.com



Thomas Voland
Partner
Dusseldorf
T: +49 211 4355 5642
E: thomas.voland@cliffordchance.com

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www.cliffordchance.com

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