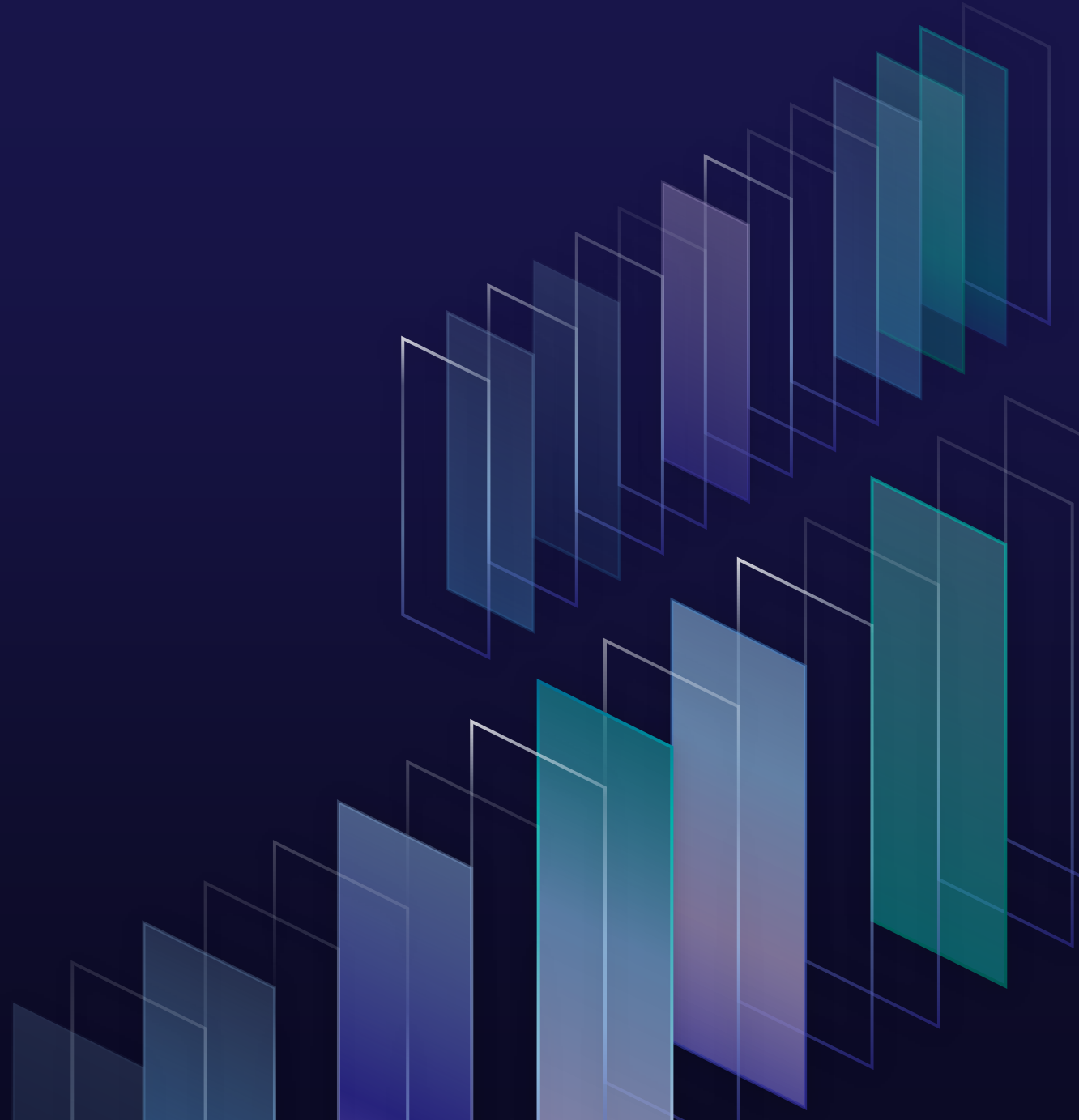


Translating AI Expectations into Practice

Rebecca Pluthero
Senior Legal Counsel, Artificial Intelligence



The challenge is no longer
accessing AI



it's turning it into
dependable value





The AI landscape is **constantly evolving**



Rapid adoption and awareness of AI



AI technology outstrips the ability to define or understand it



AI is on the **global geo-political and business stage**



The Global Response

Laws, standards, government policies and organisational controls – **without a single globally consistent model**

AI Regulations vary widely



Low
regulation

High
regulation



MEA

Developing
sectoral laws



LATAM

Currently no
regulation
but pending
AI Laws



US

Some States
have passed
new AI Laws



UK

Leverages
existing laws
and regulators
(MD, ICO)



APAC

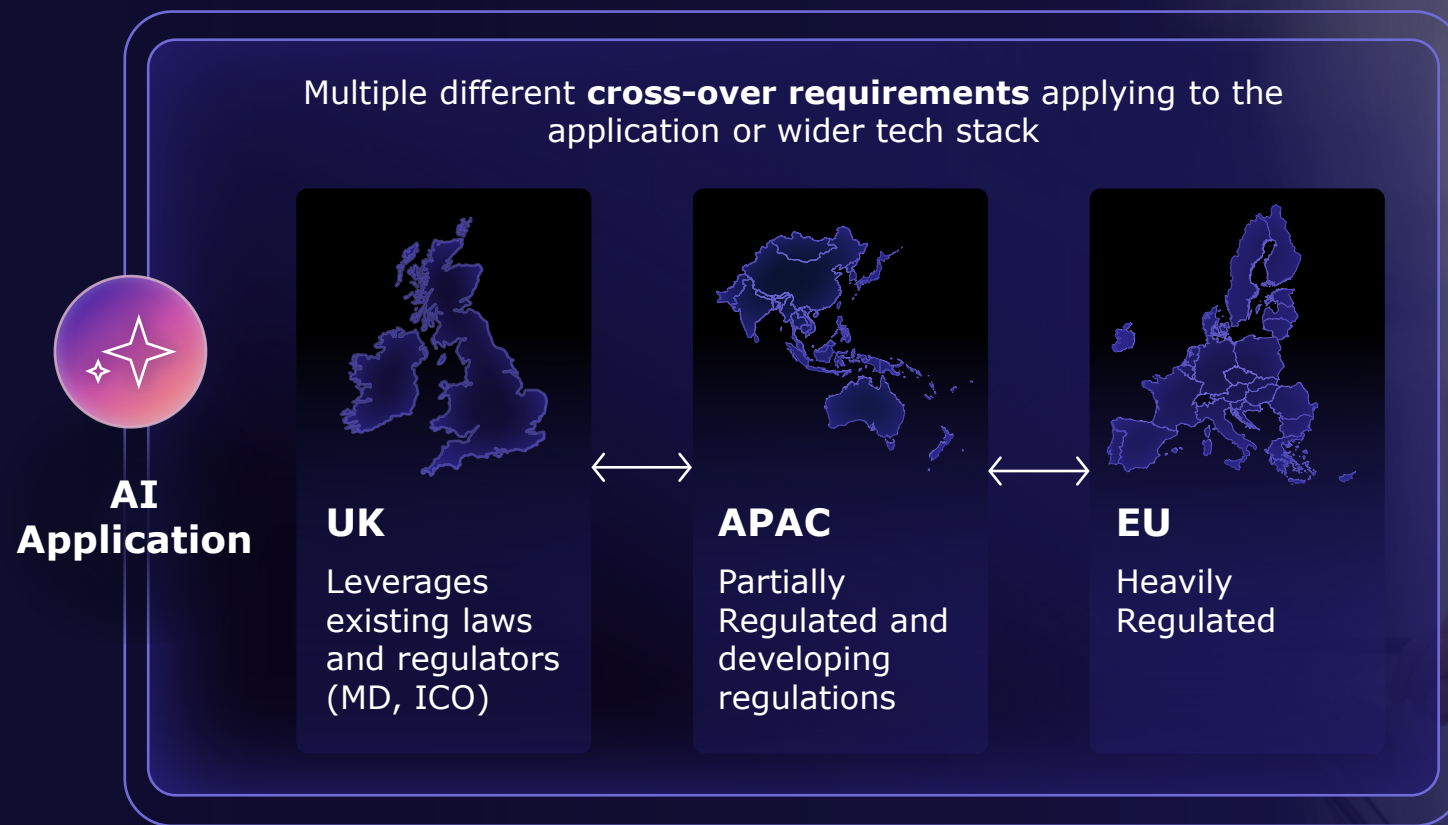
Partially
Regulated and
developing
regulations



EU

Heavily
Regulated

How does risk apply to a global AI ecosystem

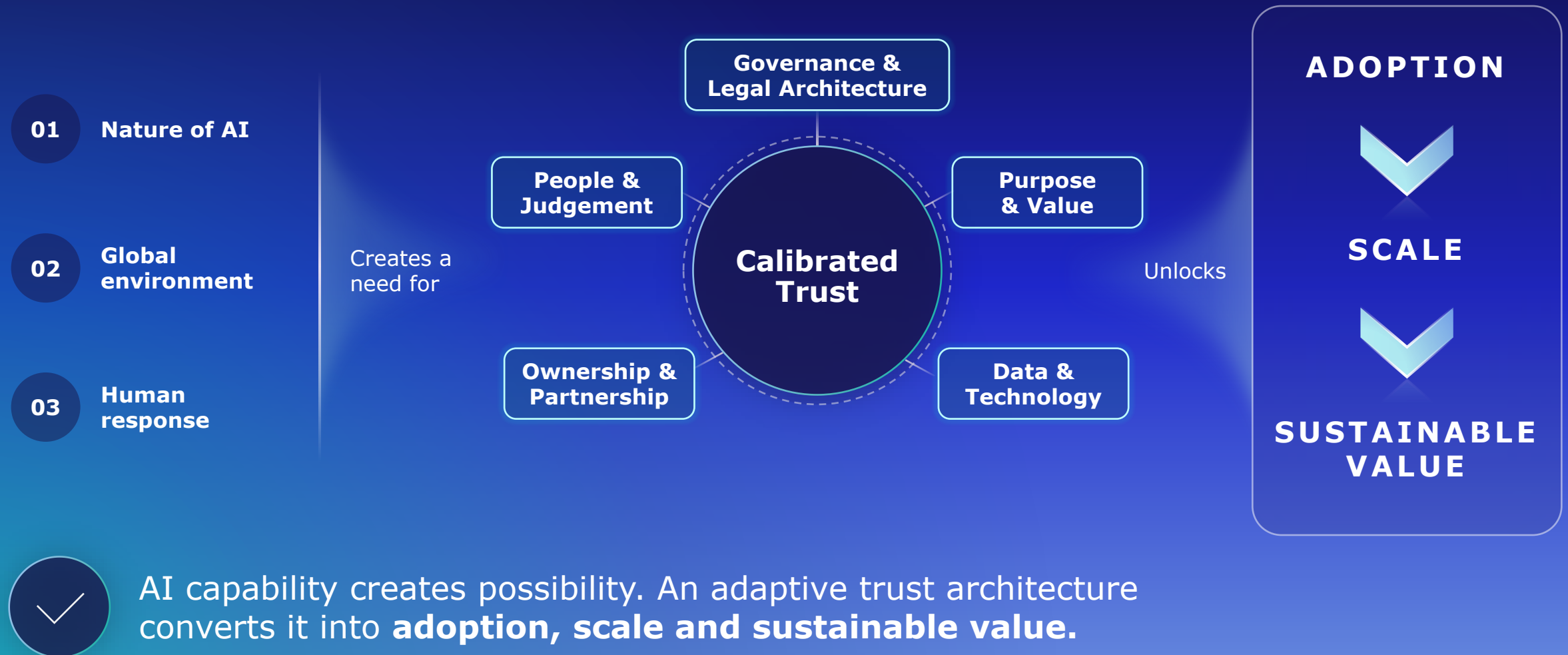


Organizations are trying to self-build assurance, with **patchwork regulations**



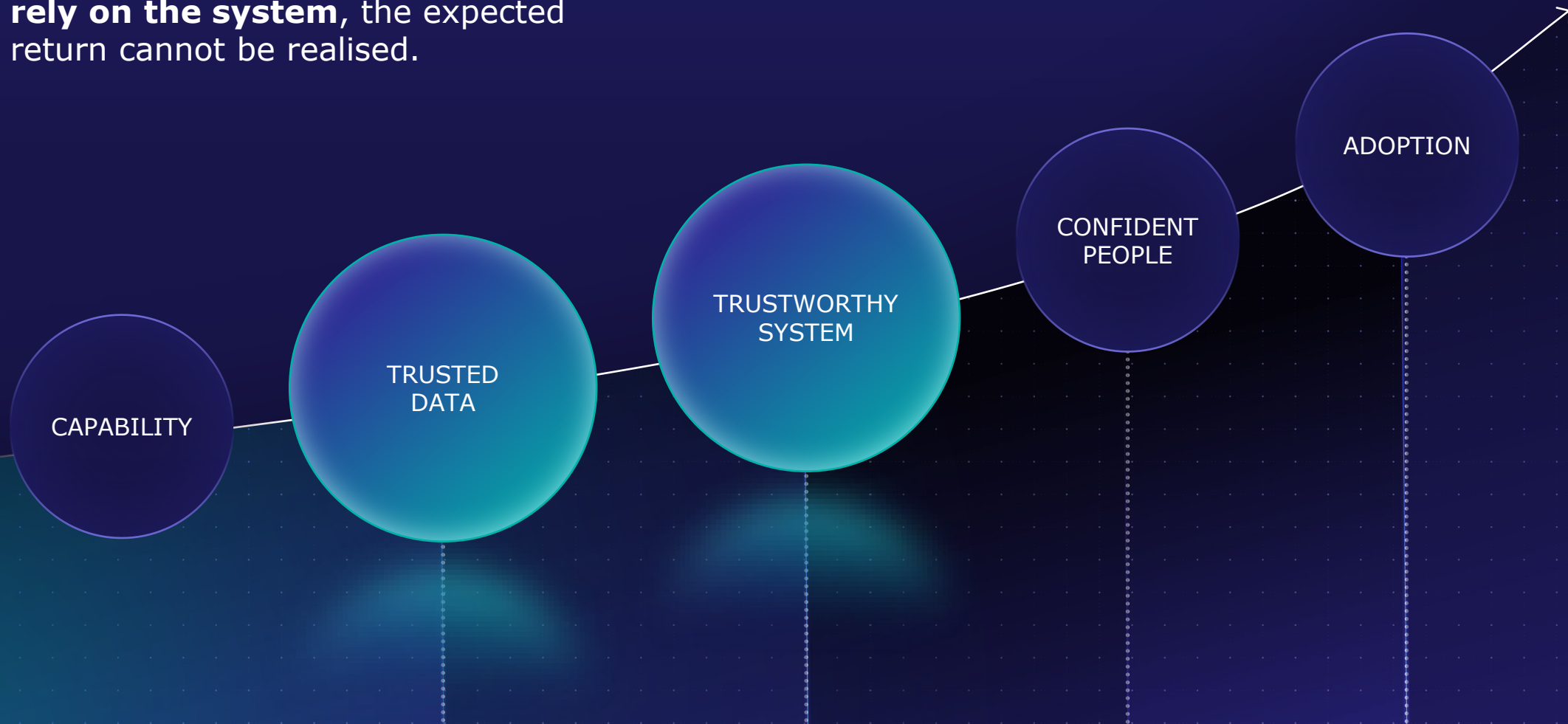
Beyond the Model

The Trust Architecture of AI Success



Trust is the multiplier between capability and value

If people do not use or **appropriately rely on the system**, the expected return cannot be realised.



Successful adoption of AI is **PEOPLE led**



Safety

+

Confidence

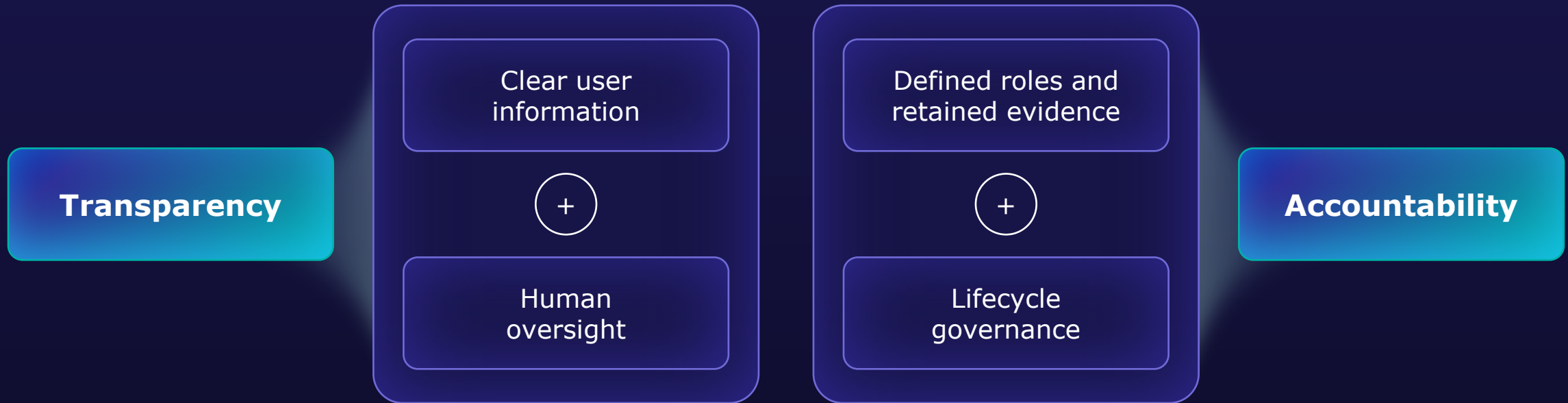


Adoption





Principles only matter when they **change how the system operates**



Example: An AI-generated summary should be grounded in connected data, visibly identified and reviewed

Build for change – not certainty



Change is inevitable

Responsible suppliers provide

Models evolve

Use cases expand

Public zeitgeist evolves

Regulation shifts

Suppliers change



Auditability



Interoperability



Deployment options



Contractual flexibility



Credible exit / switching paths

Responsible Suppliers are those who will **serve as long-term partners**, not just 'feature' vendors.

FIVE QUESTIONS for confidence in



What **outcomes** are we improving?



Is the underlying **data ready**?



Who **owns** the system, decision and risk?



What must **users and regulators** be able to understand or evidence?



Can the **architecture adapt** when the model, supplier or rules change?

