

Supporting **safe,** **responsible** and **trusted** AI in Ireland

The AI Office of Ireland is the independent statutory body coordinating the implementation of the EU AI Act in Ireland. Our role is to support trustworthy and responsible AI in Ireland by promoting consistent regulation, responsible innovation and AI literacy.

We work with regulators, businesses, innovators, academia and the public to support effective implementation of the EU AI Act and raise awareness of the rights and obligations it creates.

What we do

- Act as Ireland's Single Point of Contact for the EU AI Act
- Coordinate and support cooperation between competent authorities
- Promote a consistent approach to the implementation and supervision of the Act
- Facilitates access to expertise for competent authorities
- Drive responsible AI innovation and adoption



Understand what the EU AI Act means for your organisation

The EU AI Act sets out risk-based rules to help ensure AI is developed and used safely, transparently and responsibly. If your organisation uses AI, there are some important requirements you need to be aware of:

Transparency obligations

People should be able to understand when they are interacting with certain AI systems.

The EU guidance and the Code of Practice on Marking and Labelling of AI-generated Content can help your organisation understand how to ensure people are appropriately informed when they are interacting with AI and enable them to make informed decisions when engaging with AI.

People should know when they are interacting directly with an AI system or encountering certain AI-generated or manipulated content. This includes deepfakes, emotion recognition and biometric categorisation tools, and AI-generated material on matters of public interest that has not had human editorial oversight.

AI-generated content should also be created in a way that allows it to be identified as such, for example, by adding labels or machine-readable marks to enable detection of AI-generated or manipulated content.

Prohibited AI practices

Some uses of AI are considered unacceptable under the EU AI Act and are strictly prohibited. These include certain harmful forms of AI-enabled manipulation and deception that meet the legal criteria set out under Article 5 of the EU AI Act.

Examples of prohibited practices include certain AI systems involving harmful manipulation or exploitation, social scoring, and certain uses of biometric identification, categorisation and emotion recognition. The specific prohibitions and exceptions are set out in Article 5 of the EU AI Act.

Understanding where and how AI is being used across your organisation is an important first step in making sure you are meeting your responsibilities in this area.



Using AI in your organisation?

Learn more about your responsibilities, understand which EU AI Act requirements apply to your business and access practical guidance from the AI Office of Ireland.

Scan the QR code or visit aioffice.gov.ie