

AI Act: Code drafting and consultation

On 30th July, the first steps towards the implementation of the AI Act, which came into force on 1st August, were undertaken by the AI Office.

The European AI Office has opened a call for expression of interest to participate in the drawing-up of the first general-purpose AI Code of Practice. Applications remain possible until 25th August through the [application form](#). The drafting process will be organised with one opening plenary in September, four working group convening at least for three drafting rounds, and a closing plenary in March 2025 at which the final code will be presented. Eligibility criteria enable application by four types of stakeholders: general-purpose AI providers, downstream providers and other industry organisation, AI experts, but also "other stakeholder organisations" demonstrating a legitimate interest to contribute and representing stakeholders that will be affected by the code.

Additionally, a [consultation](#) has also been opened by the AI office on trustworthy general-purpose AI (GPAI). This consultation will remain open until 10th September 2024. It is structured in three main sections: transparency and copyright-related rules of GPAI models, GPAI models with systemic risk (such as the risk taxonomy, assessment and mitigation), and the reviewing and monitoring of the Code of Practice.

Neither of these two participative processes directly target advertising or marketing practices, which is why EASA is not planning to contribute. However, some actors in the advertising value-chain, which may be impacted insofar as they may recourse to AI-driven systems, may wish to take part as they deem relevant.

.....