



SAS Statement - EU AI Act entry into force

The EU AI Act (Regulation (EU) 2024/1689 laying down harmonised rules on artificial intelligence) entered into force on 1st August 2024. SAS has been monitoring this law since it was proposed in April 2021. The provisions of the Act will start applying gradually from 2nd February 2025 until 2nd August 2027. SAS will continue to closely monitor regulatory guidance, implementing measures and standards as they are adopted by EU regulators, at the EU and individual country levels, as well as other supervisory authorities.

SAS will continue to be an active stakeholder in the EU and many other jurisdictions where we operate providing input into ongoing discussions to help ensure current and future AI regulation is designed and implemented for the benefit of consumers, businesses and society as a whole.

Working with our customers

SAS encourages our customers to familiarize themselves with how EU AI Act requirements affect them.

SAS's standard contracts require our customers to deploy and use SAS products in accordance with applicable laws, the documentation and instructions of use we provide, our [Responsible Use Policy](#) as well as the terms we have agreed upon together.

Specifically for the EU AI Act, no SAS products can be used, deployed or implemented in any of the Prohibited Practices of the Act in accordance with Article 5.

We welcome dialogue and a proactive approach from our customers.

Trustworthy AI Governance at SAS

As we consistently share with our customers, SAS is committed to trustworthy AI use and development. Those efforts are focused on four pillars:

- **Oversight:** The SAS AI Oversight Committee, which brings together executives across all SAS divisions, is tasked with ensuring that SAS products and activity enshrine our values, principles and commitments to our customers. The SAS AI Oversight Committee is chaired by the Vice President of the SAS Data Ethics Practice and reports to the SAS Executive Leadership Team.
- **Controls:** The SAS AI Oversight Committee acts as the Steering Committee for SAS's compliance program for AI regulations, including the EU AI Act. It oversees a Core Working Group and multiple sub-groups that aim to help address legal requirements and obligations that apply to SAS, bringing together hundreds of SAS employees across divisions and geographies.
- **Platform:** Staying true to our vision of being the most trustworthy analytics partner on the planet, we continue to provide innovative capabilities for our customers' journeys towards trustworthy AI. Learn more about our [trustworthy AI technologies](#).
- **Culture:** SAS strives to build AI literacy across our global organization through several initiatives including regular internal communications and awareness sessions, obligatory and tailored employee training, as well as dedicated programs such as the AI Ethics Circles Ambassadors. We continuously review and update this company-wide outreach.