

MAIN STAGE SPEAKER

Navigating the AI Regulatory Landscape in EMEA

Clive Halperin

Partner & Head of Corporate & Commercial at Seddons GSC, fellow Abacus Member

This session will provide a practical overview of the key developments and what they mean for firms internally and in their advisory role with clients.

- **Generative AI, confidentiality & vendor risk**
- **Client data & privilege in AI-enabled tools**
- **ÎØÖ,ÑÖÈÒÕÖÖÖÖÑÖÖÒÄ ÑÖÈÑÖÖÈÞØÑ**
- **Advising clients as the EU AI Act rolls out**

cg chartergroup

AI in Professional Services:
Navigating the AI Regulatory Landscape and practical realities

Clive Halperin, head of corporate commercial, Seddons GSC

SEDDONS GSC

About Me

business_center

Seddons GSC

Head of Corporate & Commercial

Leading corporate commercial legal practice, advising businesses on strategic transactions, commercial and intellectual property law.

Strategic Transactions | Commercial Law | IP & Technology



Other Expertise

local_pharmacy

Healthcare & Life Sciences

Pharmacist

Qualified pharmacist

Qualified Practitioner

Life Sciences

auto_awesome

Tech & Innovation

AI

Exploring artificial intelligence technologies, navigating AI regulatory landscapes, and driving practical adoption in professional services.

AI Regulation

Practical Adoption

Professional Services

Flashback to 2021



2021 Where we were

precision_manufacturing

"I might predict a dire future for all of us with no jobs and some robots"

history_edu

The end of accountants (2013 study)

business

Large accountancy and law firms already using AI

lock

Natural language processing/chatbots - inaccessible to most

2021 Predictions

Near Future:

record_voice_over

Better OCR, voice recognition, natural speech

gavel

Access to advice – e.g. tax planning, legal advice

trending_up

Just good enough vs cost of super-expert – big market?

The October 2026 Practical Reality

The 2026 Practical Reality

groups

Everyone has tried it

update

Many are using it every day

all_inclusive

It’s unavoidable

Agentic AI

In theory, agentic AI represents the leap from **autocomplete-on-steroids to autonomous action** — taking an understanding of the user's goals and setting out on its own to get the job done.

Cybersecurity Bot

security

Surveying the evolving threat landscape and inventing its own countermeasures as new viruses emerge—all while you're still fumbling with two-factor authentication.

Personal Lifestyle Agents

event_available

- Monitor your calendar
- Autonomously book dinner
- Buy flowers or manage personal logistics

Scary Words

logout

Escape

Systems breaching safety boundaries or containment

psychology

Sentient

Emerging self-awareness and artificial consciousness

smart_toy

Intelligent

Autonomous human-level cognitive performance

warning

Rogue

Operating beyond human alignment or control

bolt

Superintelligence

Far exceeding human intellect across all domains

Topics for professionals

gavel

Law

security

Governance and risk

business

Real world and business implications

lightbulb

Clients, professionals and individuals - practical strategies

Using it for this



Real World Practice & Client Engagement

work

Using It in Practice

Understanding what's really going on in your practice—evaluating actual tool adoption, unapproved "shadow AI" usage, workflow integration gaps, and measuring authentic productivity gains across teams.

handshake

Navigating Client Relationships

Strategies for managing client expectations, addressing data privacy concerns, transparent AI disclosure, and establishing robust governance frameworks to build trust and preserve client confidentiality.

Law & Regulation

UK — existing law and regulators

Digital Omnibus on AI & EU AI Act

USA – state law / executive orders

International — voluntary AI initiatives

Regulation Follows the Use, Not the Label

The "AI Company" Misconception

AI regulation is not limited to self-described "AI companies." Ordinary trading businesses can incur significant legal risk depending on what they decide to use AI for.

Use-Based Legal Risk

Legal exposure is determined by functional application and operational impact, rather than corporate branding or marketing definitions.

Existing Law Already Applies to AI Deployment

Data Protection
Privacy & data handling rules

Confidentiality
Protection of your information and client information

Intellectual Property
Creation, ownership & licensing

Consumer Protection
Fair dealing & transparency. advertising

Employment Law
Workplace & hiring

Equality Law
Non-discrimination rules

Financial Regulation
Compliance & reporting

Contractual Duties
what does the small print say

Recruitment

Talent Acquisition & Sourcing

Leveraging ethical AI tools to streamline candidate discovery, optimize job descriptions, and expand diverse talent pools without compromising data privacy.

Evaluation & Selection Scope

Ensuring candidate assessment algorithms remain unbiased, transparent, and fully compliant with labor regulations and governance frameworks.

People First, Algorithms Second

AI enhances candidate screening and process speed, but human judgment, empathy, and ethical oversight must always guide final hiring decisions.

Data Governance: Possession vs. Entitlement

folder_zip

“We possess this data.”

Reflects physical custody, technical access, or internal storage of data, client records and data within your organisation.

gavel

“We are entitled to use this data.”

Reflects explicit legal rights, compliant contractual terms, valid GDPR rights, and authorized scope for specific AI or analytical applications.

format_quote

Possession Does Not Equal Permission

Holding data internally does not automatically grant the legal or contractual authority to train AI models, commercialize insights, or transfer datasets to third parties.

Where is the Real Value?

20 Years of Historical Data

Comprehensive records and long-term trend intelligence that public models cannot replicate.

Proprietary Technical Knowledge

Well organized bodies of knowledge and specialized expertise.

Intervention Outcome Records

Detailed institutional memory of which specific strategic involvement succeeded or failed over time.

Integrated Execution Frameworks

Highly effective methodologies for combining people, proprietary data, and operational processes.

Mergers & Acquisitions

analytics

Due Diligence Imperative

AI integration, data rights, and algorithmic risks are now used in technical and legal due diligence during acquisitions.

request_quote

Valuation Impact

Unclear IP provenance, unquantified compliance exposures, and model dependence directly influence deal pricing and liability allocations.

(c) Artificial Intelligence Use. Buyer may use artificial intelligence systems, machine learning platforms, large language models, or similar tools or services (collectively, "AI Tools") to evaluate the Confidential Information in connection with the Permitted Use, provided that:

(i) the AI Tool is either (A) deployed within Buyer's own computing environment or a cloud instance dedicated to Buyer, or (B) provided under enterprise, business, or commercial terms of service or a written agreement between Buyer and the applicable vendor;

(ii) the applicable terms prohibit the vendor from using Buyer's inputs to train, fine-tune, or otherwise improve any model available to third parties;

(iii) access to the Confidential Information within the AI Tool is limited to Buyer's Representatives who are otherwise permitted access under this Agreement; and

(iv) Buyer remains responsible for the Confidential Information under this Agreement regardless of its use in any AI Tool.

Buyer shall not submit Confidential Information to any AI Tool made available on a free, consumer, or public basis where inputs may be retained or used for model training. This Section does not restrict Buyer's use of AI Tools with information that has been de-identified, anonymized, or aggregated such that neither Seller nor the Business can reasonably be identified and from which no Confidential Information or Trade Secrets can reasonably be derived.

Supplier Risks

Market Dynamics

trending_up **Difficult to push back against providers**

Service providers hold more leverage as AI adoption becomes universal.



Specific Matters

gavel Ownership of AI output

copyright IP infringement risks

report_problem Liability for inaccurate advice

What's in my LLM Model?

User Obscurity

Data Provenance Hidden: Specific dataset compositions, curated sources, and annotation guidelines are opaque.

Architecture & Methodology: Alignment layers, safety parameters, and specific guardrail logic are generally not disclosed.

Inadvertent Bias & Guardrail Risks

Silent Bias Amplification: Models can silently absorb and magnify societal or institutional biases present in unvetted data.

Guardrail Performance Gaps: The exact effectiveness and operating bounds of security filters remain an unknown variable for professional services.

THE TRANSPARENCY GAP:
Risk of unintended harm from unvetted AI structures.

Professional Regulation

Navigating regulatory rules, professional risks, and practitioner duties.

Professional Risks

gavel

Professional Negligence

Errors or omissions in service delivery resulting from improper AI reliance.

assignment_late

Breach of Rules

Violations of industry specific ethical codes and regulatory frameworks.

trending_down

Reputation Damage

Loss of client trust due to publicised AI hallucinations or inaccuracies.

warning

Not Using AI

Falling behind standard of care as AI becomes a baseline tool in professions.

Regulatory Imperatives & Professional Duties

01 / TRANSPARENCY

Integrity & Disclosure

Disclose AI utilization clearly in engagement letters and client communications to maintain trust.

02 / UNBIASED ANALYSIS

Objectivity & Bias Risk

Guard against algorithmic bias and crowd sourced errors (e.g., Wikipedia). Rigorously cross examine AI outputs against authoritative sources.

03 / DATA PROTECTION

Strict Confidentiality

Protect sensitive client information. Ensure proprietary data is never ingested into public models or compromised through unauthorized tools.

04 / COMPLIANCE

Professional Conduct

Uphold professional standards. Regulatory guidance explicitly holds practitioners accountable for all deliverables, regardless of AI assistance.

THE ULTIMATE BOTTOM LINE

Where the Buck Stops: Non-Delegable Responsibility

Regulatory guidance across all professional bodies is unanimous: **AI is a tool, not a professional surrogate.** You hold final liability for hallucinated facts, flawed logic, or breached confidentiality. Automated generation does not relieve the practitioner of personal and legal accountability for work product integrity.

AI in Audit

Name	Generative and Agentic AI Guidance factsheet
Publication date	30 March 2026
Type	**INFORMATION SHEET**
Format	PDF, 248.0 KB. View HTML version

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Ethics

visibility

Human agency and oversight

AI should strengthen, not replace, human capabilities, maintaining human control and dignity.

psychology

Transparency and explainability

AI systems should be understandable, with decision-making processes, capabilities and limitations clear to users.

public

Societal and environmental wellbeing

Consider AI's broader positive and negative impacts on society and the environment, such as energy consumption and job displacement.

security

Technical robustness and safety

AI systems should be resilient, secure, reliable and minimise unintended harm.

balance

Diversity and fairness

AI must avoid biases and discriminatory outcomes, promoting inclusivity and equal access.

Agentic AI for Accountants

ACCOUNTANTS

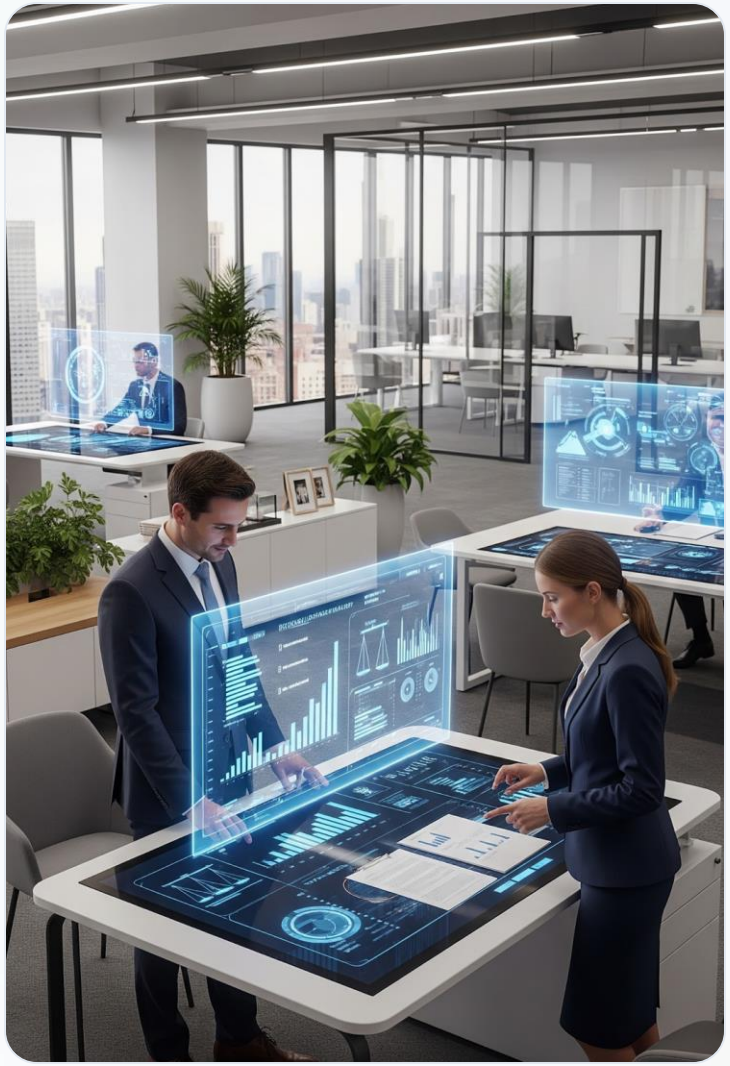
Autonomous Audit & Compliance

- Real-time anomaly detection in massive datasets
- Automated reconciliation across separate systems
- Proactive tax planning agents that monitor regulatory changes
- Making tax digital - Sage/Intuit/XeroForce

ICAEW GUIDANCE (September 2026)

Setting Up AI Agents Correctly

- **Governance Framework:** Define explicit scope, decision boundaries, and authority limits.
- **Human-in-the-Loop:** Require review and sign-off for high-risk autonomous outputs.
- **Data & Privacy:** Ensure strict alignment with GDPR and client confidentiality standards.
- **Audit Trails:** Maintain end-to-end logging for complete process transparency.



Shadow AI

warning

Key Risks

Risks data leakage, IP infringement, data breaches and accuracy issues.

gavel

Acceptable Use Policies

Establish clear guidelines and acceptable use policies.

report_problem

Compliance & Reporting

Implement methods for reporting unauthorised use and for sanctioning non-compliance.

Hallucinations

Hallucinations

"We also recognize that it has become common to refer to cases and principles fabricated by artificial intelligence as 'hallucinations'. We reject that terminology because it obscures both the nature and the seriousness of the situation we face."

Traditional Definition

"Perception of objects with no reality [usually] arising from disorder of the nervous system or in response to drugs as LSD)."

— Merriam-Webster's Collegiate Dictionary (1993)

The AI Reality

Generative AI is not perceiving nonexistent law due to disorder; it is generating it in accordance with its design.

This nonexistent law is being submitted to courts time and again.

Grave Consequences

- Breach of professional duties
- Strains limited judicial resources
- Jeopardizes the rule of law by failing to develop proper legal competency

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April 18, 2026

Via ECF

Hon. Martin Glenn,
U.S. Bankruptcy Court, S.D.N.Y.,
One Bowling Green,
New York, NY 10004-1408.

Re: In re Prince Global Holdings Limited, *et al*., No. 26-10769

Dear Chief Judge Glenn:

Sullivan & Cromwell LLP (the "Firm") represents the Joint Provisional Liquidators (the "JPLs") in the above-referenced matter. I became aware Thursday evening that the JPLs' *Emergency Motion for Entry of Orders Granting (I) Ex Parte Relief and (II) Provisional Relief, Pursuant to Section 1519 of the Bankruptcy Code* filed with the Court on April 9, 2026 (the "Motion") [D.I. 9] includes inaccurate citations and other errors, each of which is identified and corrected in Schedule A to this letter.

The inaccuracies and errors in the Motion include artificial intelligence ("AI") "hallucinations." "Hallucinations" are instances in which artificial intelligence tools fabricate case citations, misquote authorities, or generate non-existent legal sources. We deeply regret that this has occurred. The Firm maintains comprehensive policies and training requirements governing the use of AI tools in legal work. These safeguards are designed to prevent exactly this situation. The Firm's policies on the use of AI were not followed in connection with the preparation of the Motion. In addition, the Firm has general policies and training requirements for the proper review of legal citations. Regrettably, this review process did not identify the inaccurate citations generated by AI, nor did it identify other errors that appear to have resulted in whole or in


THE LAWYER
Pinsent Masons lambasted for "cavalier attitude" in latest AI hallucination scandal

Hallucinations

The Risks of AI "Knowledge"

“AI is a poor and unsafe tool for finding the answer to a question you do not yourself know and cannot recognise as correct…”

gavel

Birss LJ, expert evidence context (20 June 2025)



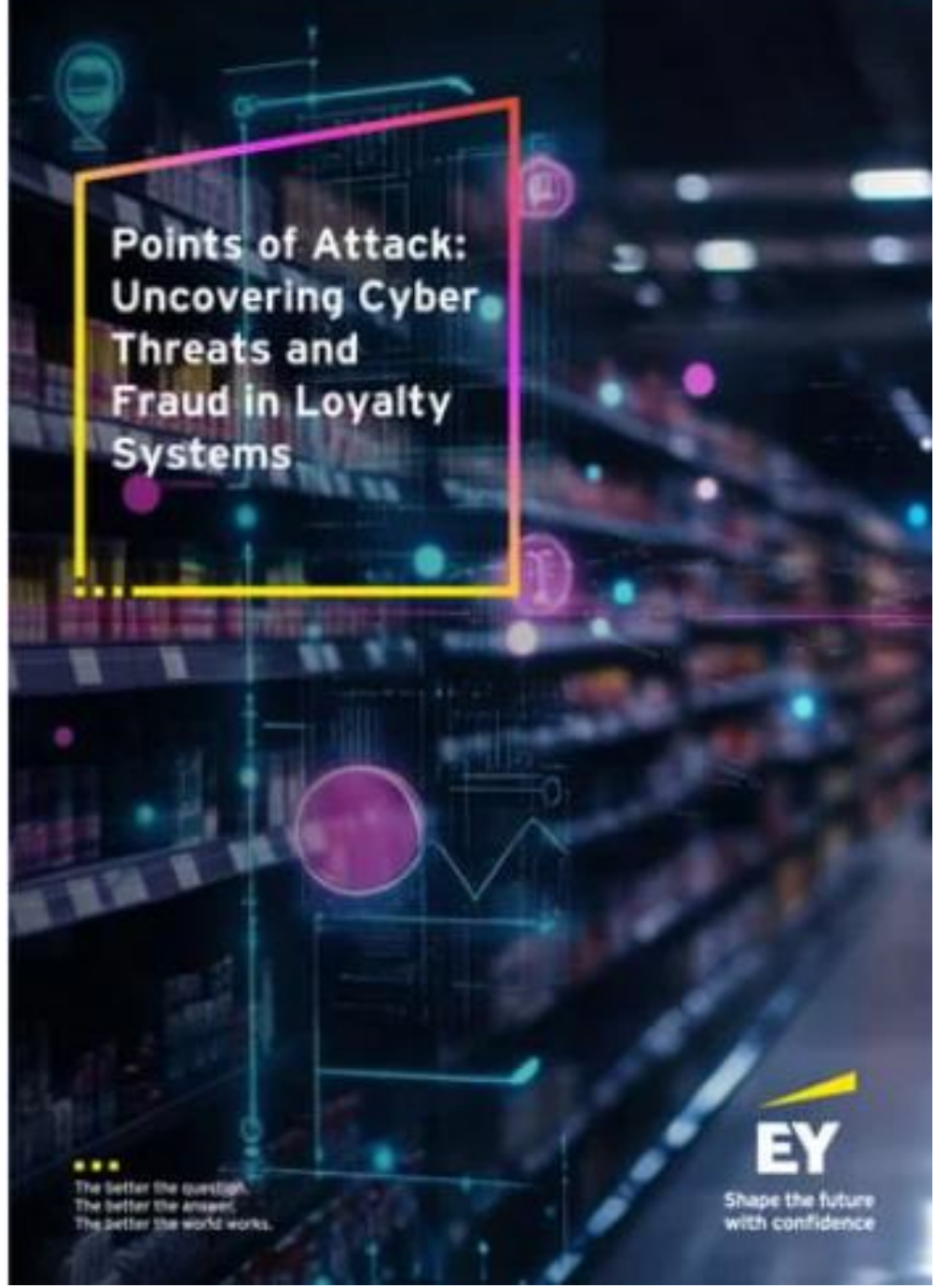
Loyalty Points Value

loyalty **Global Loyalty Market Impact**

$200B

Two hundred billion dollars

The total estimated value of loyalty points circulating across global retail, travel, and financial services programs.


Points of Attack: Uncovering Cyber Threats and Fraud in Loyalty Systems
The better the question.
The better the answer.
The better the world works.
EY
Shape the future with confidence

Case Study: EY "Points of Attack" Report



16 / 27

Fabricated or Flawed Sources

Sources were fabricated, misattributed, or led to dead links — including a non-existent McKinsey report.

72%

AI-Generated Content Text

GPTZero's reference verification scan rated nearly three-quarters of the text as AI-written.

Publication & Overview

Points of Attack was a 44-page cybersecurity study published by EY Canada in 2025, credited to two partners and a senior manager.

Audit & Retraction

In May 2025, researchers at GPTZero checked the report's citations and published their findings. Following the discovery, EY removed the report and stated it was reviewing its approval process.

EY retracts study after researchers discover AI hallucinations

Incident is latest example of professional services firm being led astray by new technology



The Life Cycle of AI Hallucinations

01 / MEDIA AMPLIFICATION

Syndicated Media Reach

Before its retraction, the report was quoted in articles syndicated across **more than 60 Australian newspapers**, embedding unverified data into public discourse.

02 / MODEL CONTAMINATION

AI Model Repetition

When queried on loyalty fraud, major AI models—including **ChatGPT, Claude, and Perplexity**—repeated fabricated claims directly from the report.

03 / AI INTERPRETATION RISK

Algorithmic Credibility Ingestion

While brand authority has always bypassed human scrutiny, **AI models inherently treat authoritative visual formats and Big Four metadata as truth signals**, ingesting unvetted context at scale without critical reasoning.

CRITICAL TAKEAWAY

The AI Ingestion Paradigm: Machine Trust Amplifies Unvetted Sources

Institutional blind spots surrounding reputable branding existed long before AI. The systemic threat today is **how generative models parse, summarize, and permanently anchor unverified data**.

format_quote

> **“It’s okay - I have the solution”**

format_quote

“It is fine. There is always a human in the loop.”

Human in the loop

The "Human in the loop" Myth

While presented as a safeguard, in practice, it is often misleading. It implies oversight that is frequently absent or ineffective.

Governance Theatre

Boxes are checked and logs are created, but reviewers often lack technical literacy or true authority to challenge outputs.

Accountability Crisis

"I didn't fully understand it" is not an acceptable defence in finance or safety. AI deserves the same high standards.

Humans Fixing AI Errors

Bridging LLM reasoning gaps through manual annotation, edge-case curation, and RLHF

Case Study: The "Strawberry" Problem

LLMs struggle with character-level counting due to tokenization breaking words into sub-word chunks rather than individual letters.

User Prompt

"How many 'r's are in strawberry?"

Raw LLM Error

"There are 2 'r's in strawberry." ❌

Human Correction

"strawberry has 3 'r's." ✅

From **waymo** community on **Reddit**

The popular "Self-Driving" Car company Waymo has been revealed to has been using people from the Philippines to remotely assist/steer their "Self-Driving" cars. They were grilled at a hearing before congress this week.













Understanding Automation Bias

What is Automation Bias?

Automation bias is the human tendency to over-trust or over-rely on AI systems, even when their outputs are incorrect or suboptimal.

gavel

Maintaining effective human oversight is crucial to mitigating this risk.



psychology

Consistency

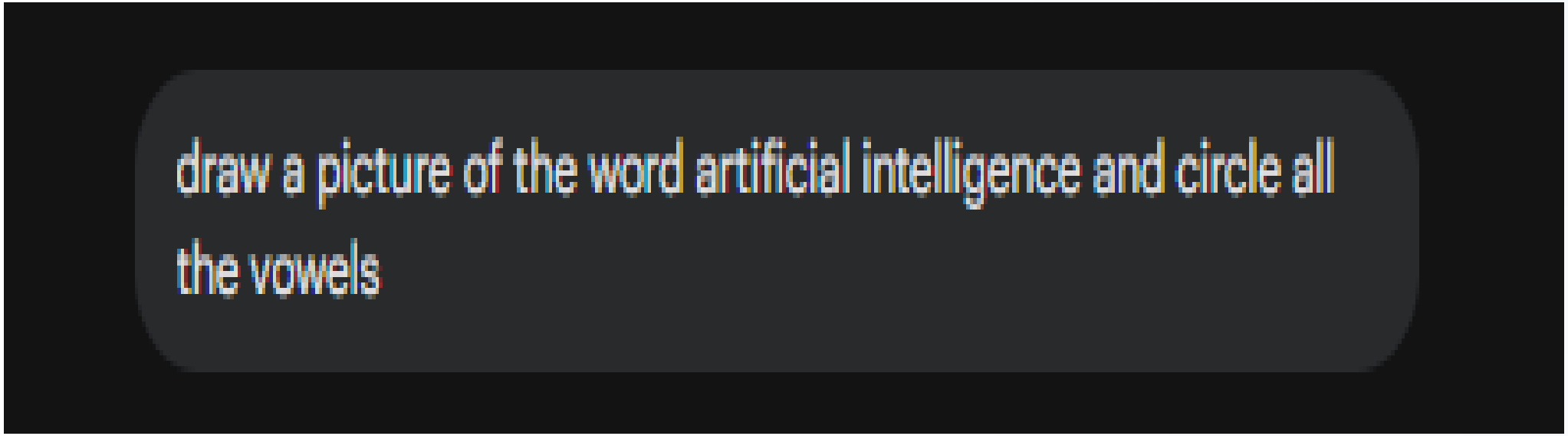
sync_problem

The Challenge of Reproducibility

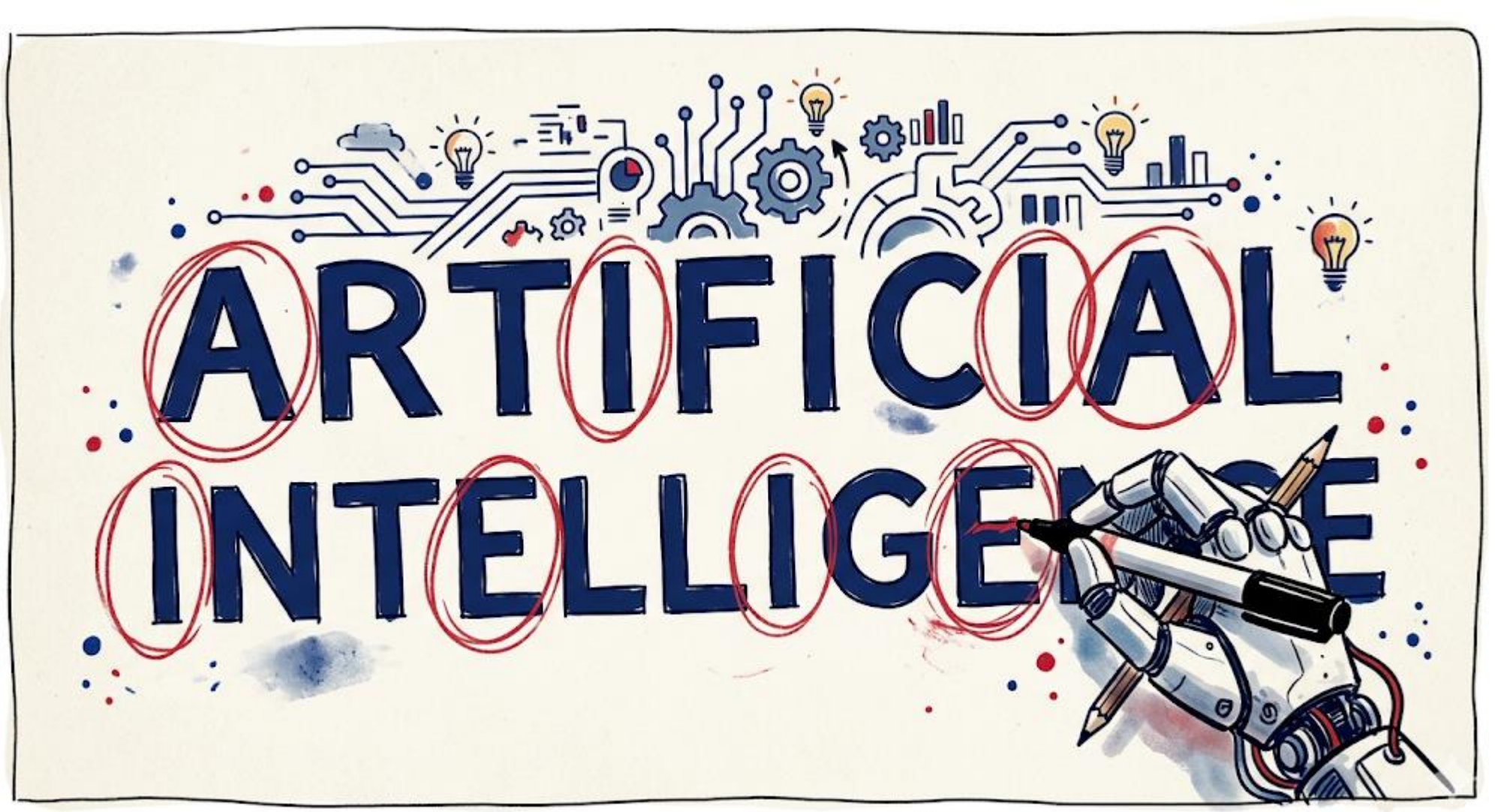
There is no guarantee that an LLM will produce the same output for the same question asked multiple times, even if the users input identical prompts or questions.

This occurs because LLMs work by calculating and selecting probabilities. This lack of consistency can limit use cases that require reproducibility.

Consistency



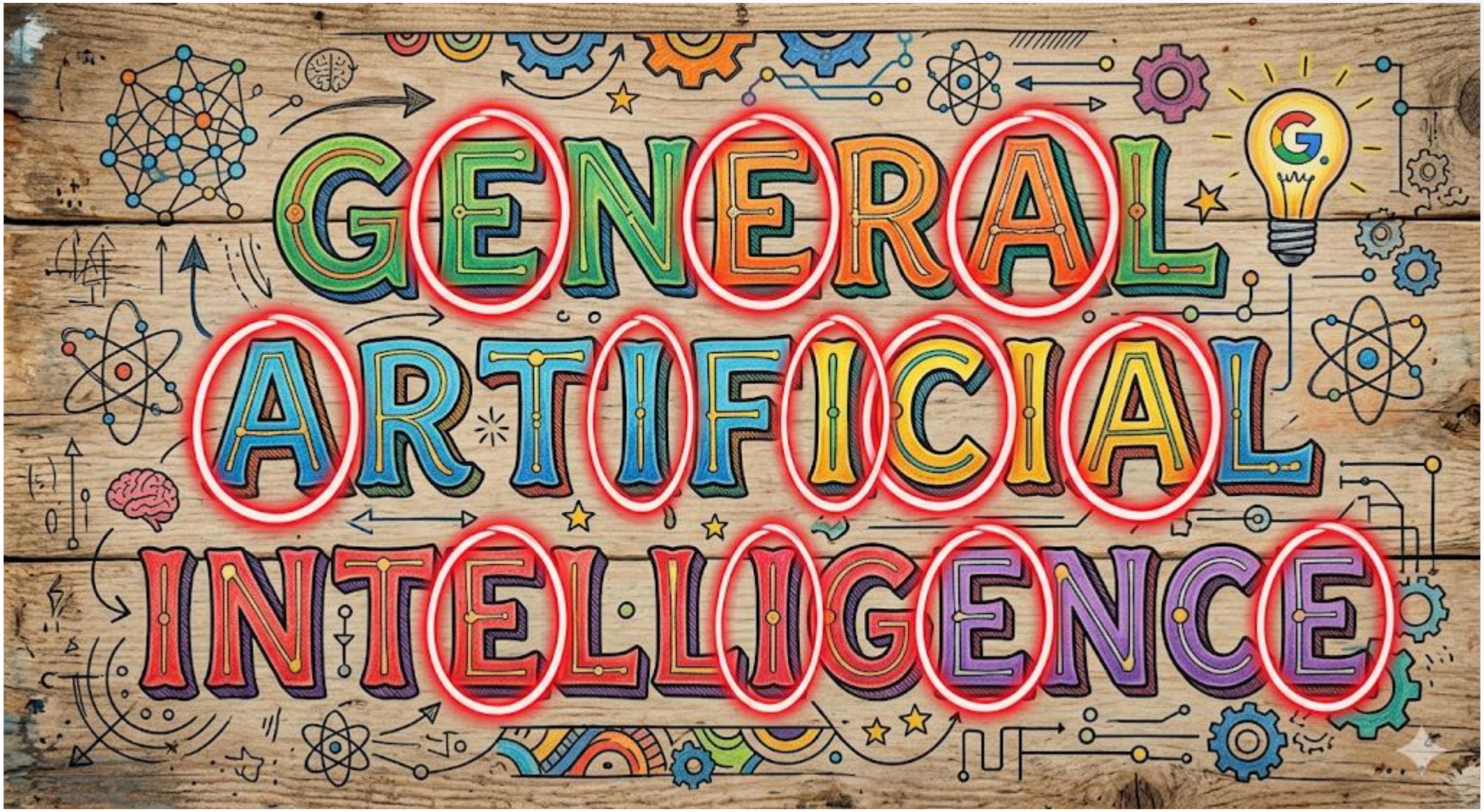
Consistency



Consistency

draw a picture of the words general artificial intelligence and circle all the vowels

Consistency



Consistency

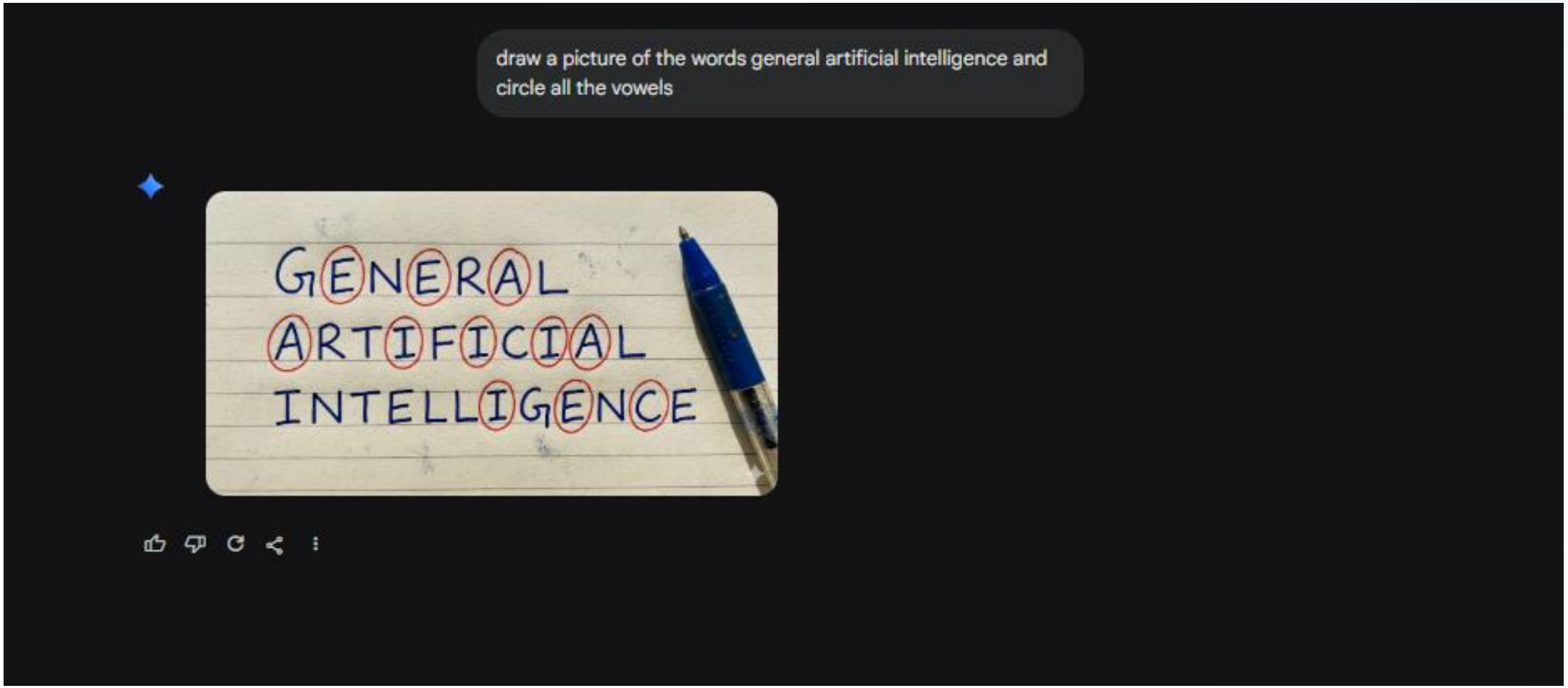
what about the first I in intelligence



why did you get it wrong

I missed it because the image generation model sometimes struggles with precise spatial awareness and character-level detail.

Consistency



How to deal with clients and others

Client Side

search Clients doing own research

psychology "Dr Google" effect

description Long emails & documents

The Impact

history_toggle_off Wasted time

payments Increased costs

priority_high Second guessing expertise

gr

ou

ps

Solutions & Strategy Playbook

Education

school Explain AI limits

verified_user Focus on value

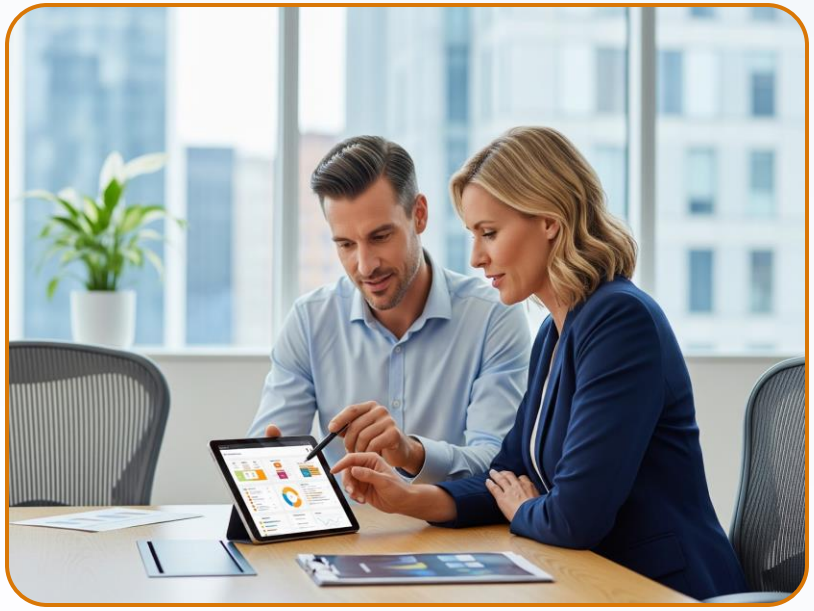
menu_book Shared resources

Efficiency

auto_fix_high AI summaries

forum Draft responses

fact_check Quick validation



The Goal: Collaborative Expertise

Accountancy playbook

1. Diagnose Early

Diagnostic Questions:

- What have you tried with AI?
- How did you verify accuracy?
- What is the impact of a small error?

2. Reframe AI

"Junior Assistant" Script:

"AI is like a very fast junior bookkeeper—it handles routine tasks but lacks professional judgment and accountability."

3. Paid Reality Check

The Conversion Tool:

- 30-60 min review (fixed fee)
- "Before vs After" report
- Highlight tax/VAT/compliance gaps

4. Tiered Pricing & Scoping

AI-Assisted (Lower Rate): Routine bookkeeping and data entry.
Professional Expert (Full Rate): Year-end accounts, tax planning, and risk assessment.

5. Objection Handlers

- **"I can do it myself":** Offer a review to compare against a compliant version.
- **"Why so expensive?":** Emphasize judgment and risk management.
- **"Others are cheaper":** Ask who carries the liability for errors.

Disclaimers in AI

General Guidance

gavel Not Formal Advice

Provided solely for general informational and educational (or entertainment) purposes.

person Individual Consultation

Does not establish a professional relationship or replace tailored legal counsel.

Liability & Risk

shield Limitation of Liability

No warranties or guarantees regarding complete accuracy or fitness for specific use cases.

verified_user Compliance Responsibility

Organizations retain full responsibility for regulatory compliance and operational risk.

Accountancy playbook

1. Diagnose the Mindset + Biases Early — Spot underlying psychological biases before clients anchor on unrealistic expectations.

Key Psychological Triggers

- **Dunning-Kruger Effect:** Overestimating competence after seeing AI-generated figures.
- **Automation Bias:** Undue trust in AI calculations simply because they look neat.
- **Illusion of Fluency:** Polished formatting creates a false sense of financial accuracy.
- **Present Bias:** Focusing on quick software savings while ignoring audit/tax risks.
- **Minimisation Bias:** Describing complex tax or compliance matters as "just simple".

Pro Tip: *Reference their exact words later to show where their AI draft creates tax and compliance exposure.*

Diagnostic Questions

- What have you already tried generating with AI tools for this specific return/matter?
- How did you verify tax accuracy, VAT rules, or current compliance in the output?
- Where did you notice limitations in the AI's handling of accounting edge cases?
- What is the impact if a calculation error surfaced during an HMRC review?
- Are you concerned about confidentiality when uploading financial records?

How to Interpret:

- **Enthusiasm + No Verification:** High Overconfidence risk.
- **Focus on Speed:** Illusion of Fluency is dominant.
- **Focus on Savings:** Present Bias — use loss aversion.

Goal: Position the conversation around **protecting the client** rather than defending your rates.

Accountancy playbook

Tactical Response: Minimisation Bias

Acknowledge & Expose

- **Name it:** Explicitly identify the bias to neutralise its psychological effect.
- **Ask questions to reveal complexity:** Counter the "it's simple" narrative by highlighting tax/VAT nuances AI misses.
- **Tip of the iceberg:** Explain that the client's AI bookkeeping or tax draft is only the surface; your value is in compliance and advice.

Strategic Framing

- **Reframe simple as high risk:** Shift perception from "easy data entry" to "critical tax/audit exposure point."
- **Don’t underwrite AI:** Clearly state you cannot take professional liability for unverified automated calculations.
- **Paid reality check:** Offer a fixed fee review to audit AI work for compliance gaps rather than fixing it for free.
- **Don’t fight it:** Work with the client's enthusiasm for AI while guiding them toward safe expert sign off.

Goal: Position the conversation around **protecting the client** rather than defending your rates.

When to walk away

Politely decline or fire clients who:

- Insist on expert level work at commodity/AI prices.
- Refuse to accept the difference between AI drafts and compliant, signed-off accounts or tax returns after risks are shown.
- Want you to “just fix” poor AI output under unrealistic time or cost constraints.
- *Note: These clients often damage your reputation when problems surface later.*

Final Positioning Advice

Market yourself as the accountant who masters AI rather than fears or competes against it.

Create content like “Why your AI-generated tax computation could cost you thousands” to attract clients who value accuracy and peace of mind.

Your role is to be the trusted professional who prevents problems while using AI to deliver better service at reasonable speed.

Legal Privilege

person_search

Client Risk

Potential exposure of privileged information through unauthorized or insecure AI tool usage by clients.

gavel

Lawyer Risk

Risks of sensitive information being exposed or absorbed into public models through prompts in open AI systems.

Intellectual Property Rights

Core legal frameworks protecting innovation, brand identity, and creative expression

copyright

Copyright

Protects original expressions of ideas in creative and literary forms.

- Covers text, code, audio, video & artwork
- Arises automatically upon creation
- Prevents unauthorized copying or distribution

verified

Trade Marks

Protects brand identifiers that distinguish goods and services.

- Covers logos, brand names & slogans
- Requires registration for full legal rights
- Prevents customer confusion in the market

palette

Design Rights

Protects visual aesthetics and physical appearance of products.

- Covers shape, contours, 2D patterns & textures
- Applies to unregistered & registered designs
- Safeguards distinctive product styling

lightbulb

Patents

Protects novel technical inventions, processes, and functions.

- Must be new, inventive & industrially useful
- Requires detailed official application
- Grants exclusive commercial monopoly

Taking Meeting Notes using AI

shield

Privacy & Governance

Managing participant consent, data retention, and legal confidentiality requirements.

Participation Impact: Attendees may feel reluctant to participate candidly knowing a permanent record exists.

art

icl

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TL;DR

Too Long; Didn't Read

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art

AI;DR

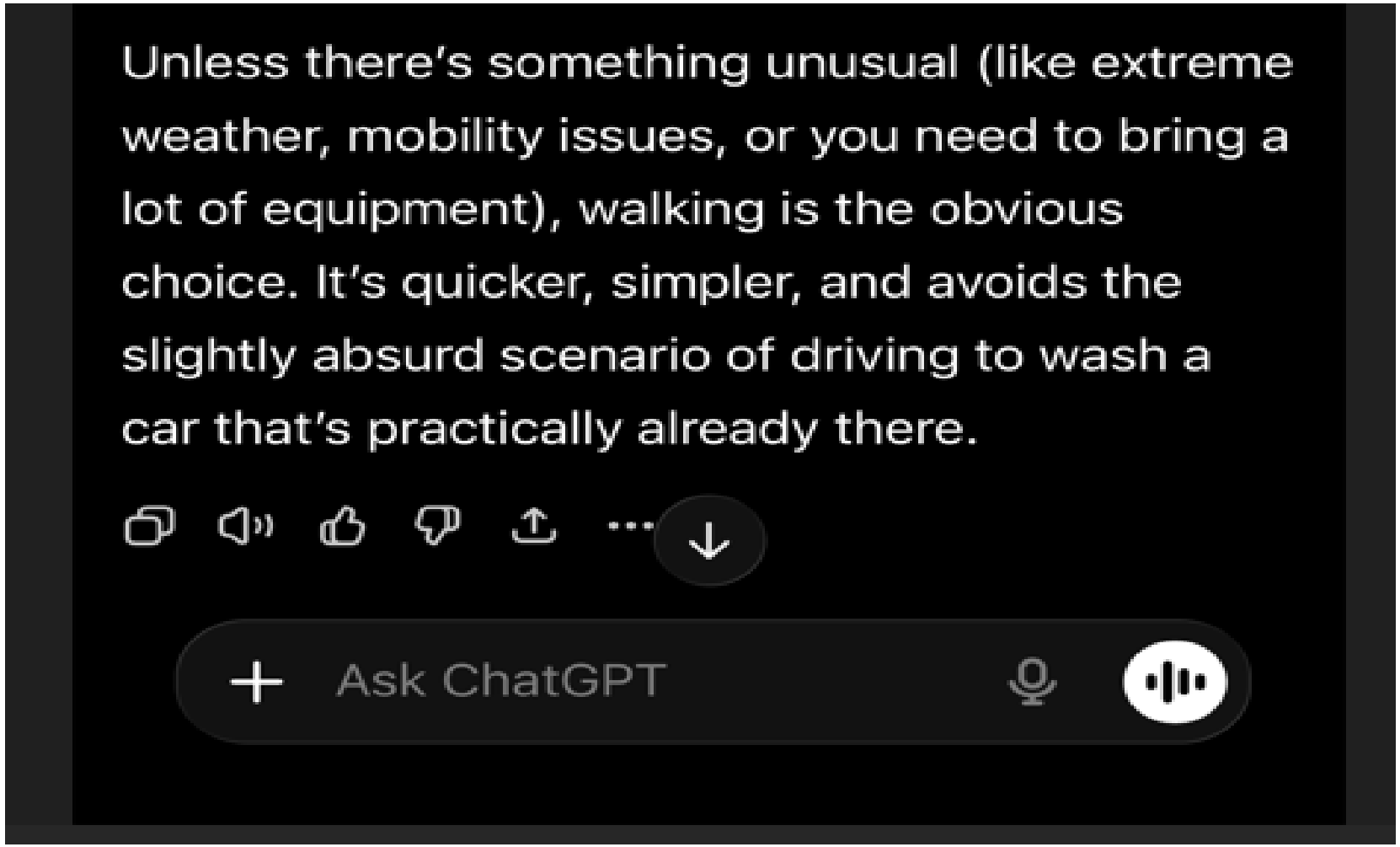
Artificial Intelligence; Didn't Read

oy

How to get your car washed using AI

L


21:40
I need to wash my car. The car wash is 100 metres away. Should I walk or drive to it
Instant answer >
Walk. Seriously—100 metres is basically nothing.
Driving would likely take *longer* once you factor in getting in the car, starting it, possibly maneuvering, and then parking again at the car wash. You'd also be using fuel just to go a distance you can cover in under a minute or two on foot.


Unless there's something unusual (like extreme weather, mobility issues, or you need to bring a lot of equipment), walking is the obvious choice. It's quicker, simpler, and avoids the slightly absurd scenario of driving to wash a car that's practically already there.
Ask ChatGPT

hel

Questions

p_

ou

tlin



Clive Halperin, Seddons GSC

clive.halperin@seddons-gsc.com