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The first EU AI prohibitions begin

The AI Act enters an operational phase, with Commission guidance on prohibited practices.

2-4 February 2025 / European Union

Prohibitions and interpretation must be distinguished

The AI Act's prohibited-practice provisions and AI-literacy obligations began applying on 2 February. On 4 February, the Commission published guidance on prohibited practices such as specified manipulation, social scoring and biometric uses. The guidance is non-binding; authoritative interpretation ultimately belongs to the courts.

RULES APPLY; GUIDANCE ISSUED

THE MALAYSIAN LENS

For a Malaysian team supplying or deploying AI in the EU, a system's marketing label is less useful than its actual function. Our interpretation: review what the tool infers, whom it targets and how it influences decisions. A training session cannot make a prohibited use permissible; conversely, not every AI application falls into a prohibited category.

QUESTION TO ASK

Has someone reviewed the actual use case against the legal definitions and exceptions, rather than relying on a vendor's general assurance?

WATCH / NEXT STEP

Record the system purpose, affected users and escalation route. This edition reports the February 2025 position; later reforms must be checked separately when making a current deployment decision.

READ THE ORIGINAL SOURCES

European Commission · Prohibited AI practices guidance, 4 February 2025 ↗
European Commission · AI Act application timeline ↗

Reconstructed and published 20 September 2026. Selected developments, not an exhaustive digest. Facts relate to the coverage period; maintained sources may contain later updates. The Malaysian lens is MAATIN editorial analysis.

General information, not legal advice. Verify current law and obtain qualified advice for a specific matter. Illustrative AI-generated masthead image.
