



# Building trust in AI

Guided by decades of impartial  
experience, global insight, and  
local understanding.



As your independent conformity and regulatory experts in AI, we align innovation seamlessly with global and local compliance, governance, and security standards.





# Building trust in AI

As artificial intelligence (AI) continues to advance and shape our lives, the need for standardization and regulation becomes essential. Regulation provides a framework that protects individual rights and values while supporting innovation. Clear guidelines and standards promote accountability, reduce risks, and help ensure AI develops in a safe and beneficial way for all.

BSI are providing services to manufacturers and software providers proactively seeking AI assessments and certifications of their AI-enabled products and AI management systems. BSI has been officially recognized by Raad voor Accreditatie (RvA) as an accredited certification body for the international standard on AI management systems, ISO/IEC 42001.

BSI are also currently working towards designation as an AI Notified Body under the EU AI Act.

**83%**

globally say it is important for organizations to implement policies and processes regarding the safe and ethical use of AI.\*

**35%**

say their organization is involving employees in trialling or testing new AI tools to a significant extent.\*





## Global AI legislation

Governments around the world are developing regulatory frameworks for AI, and the European Union (EU) AI Act, for example, represents the world's first comprehensive AI law, setting legally binding requirements within the EU.

### EU AI Act

The EU AI Act is the regulatory foundation for which AI systems may be placed on the market or put into service within the EU. The AI Act aims to ensure that AI is developed and deployed in a manner that is safe, ethical, and respectful of fundamental rights.

While the implementation of the Act will require significant effort, investment, and coordination from global stakeholders, it is a necessary step towards building a future where AI is used to benefit all members of society, without amplifying existing inequalities.

# EU AI Act timeline

Entry in  
to force  
1 August 2024

## **2 February 2025**

Prohibitions on certain AI systems take effect, along with new requirements for AI literacy

## **10 July 2025**

Publication of the GPAI Code of Practice

## **18 July 2025**

Guidelines on the scope of obligations for GPAI models are published

## **2 August 2025**

Rules regarding Notified Bodies, GPAI models, AI governance, confidentiality, and penalties become applicable

## **2 February 2026**

The Commission publishes guidelines on the practical implementation of high-risk classification rules, including post-market monitoring plans

## **2 August 2026**

The remainder of the AI Act enters into force, including obligations for high-risk systems listed in Annex III

## **2 August 2027**

Obligations for high-risk AI systems in Annex I become applicable

# Expanding our capabilities to meet the needs of AI Regulation

## BSI Academy

At BSI Academy, we help you gain the skills and knowledge to drive value for your organization and grow your career. Our high-quality ISO and business improvement courses - covering Digital Trust, Health & Safety, Quality, Sustainability, and more - are available in person, online, and on-demand. Earn globally recognized BSI Qualifications while staying up to date with evolving standards and regulations.

We have a range of AI courses that offer a diverse range of topics, from the fundamentals of AI regulation to specialised industry-specific considerations, providing participants with the tools they need to develop, deploy, and govern AI systems with confidence.

**450+**  
courses

**185,000+**  
learners

**9.4/10**  
tutor rating

## AI assessments

We have a suite of AI assurance and governance services which enable organizations to demonstrate and promote AI that is open, inclusive, transparent, ethical, safe, secure, and trustworthy, without stifling innovation.

As organizations embrace the potential of AI, BSI is promoting and prioritising the development of verified AI to build a future where AI systems are trusted partners, contributing to the betterment of society.

Independent AI verification by experienced BSI technical and regulatory AI experts offers the following benefits:

- Differentiate in crowded market
- Enhance market competitiveness
- Establish trust & credibility
- Accelerate sales and adoption
- Enhance stakeholder assurance



**50%**  
of technology leaders expect AI to be  
used to support cybersecurity.\*







## ISO/IEC 42001 AI Management System Certification

The need for a robust AI governance framework has led the international standards community to produce ISO/IEC 42001, which provides a certifiable AI management system framework within which AI products can be developed as part of an AI assurance ecosystem. The aim is to help businesses and society get the most benefit from AI and reassure stakeholders that their systems are being developed responsibly.

ISO/IEC 42001 is applicable to any organization, regardless of size, type, and nature, that provides or uses products or services that utilize AI systems.

## ISO/IEC 42001 Pre-Certification

Gain early insights with a structured, informal assessment of your AI Management System to identify areas of concern ahead of the formal certification process.

A pre-certification assessment is a voluntary and advisory step designed to evaluate an organization's current practices against ISO/IEC 42001 before beginning the formal certification process. It provides an informal, preliminary assessment of the organization's AI Management System (AIMS), highlighting gaps, weaknesses, and areas for improvement that could hinder certification.

## MDR / IVDR conformity assessments

As a leading global Notified Body, BSI has now completed over 50 AI system reviews under the EU Medical Devices Regulation (MDR) and In Vitro Diagnostic Regulation (IVDR).

This achievement confirms BSI's position as a trusted MDR and IVDR Notified Body, helping to ensure the effective integration of AI systems into medical devices globally.

Assessments have been carried out with manufacturers operating in over 15 countries, including across Europe, China, the UK, US, and Australia. The 50th assessment was completed in June 2025.

BSI's experts have assessed a wide range of devices, from MRI technology to dental software.

To find out more about our MDR and IVDR services please see [bsigroup.com/medical](https://bsigroup.com/medical)



## Citadel AI partnership

BSI has partnered with Citadel AI, a Japanese-based provider of automated AI testing and monitoring tools, to ensure AI is used ethically, safely, and responsibly in industries that pose risks to humans.

The partnership seeks to reassure users that the cutting-edge technology increasingly being integrated into potentially high-risk innovations aligns with best practice and complies with forthcoming EU regulations on AI.

Through Citadel AI's tools BSI can verify AI performance using metrics defined in technical standards, supported by in-depth technical analysis including fairness testing, bias detection, and robustness testing. They can also automatically generate comprehensive analysis and reporting for supporting the assessment process, assuring the safety and reliability of AI systems.

**62%**  
of healthcare professionals anticipate AI  
being used to improve productivity and  
efficiency.\*





# FAQs

## What is the EU AI Act?

The EU AI Act is a Regulation laying down harmonized rules on Artificial Intelligence within the European Union.

## What are the key objectives of the EU AI Act?

The EU AI Act aims to ensure the ethical and trustworthy use of AI, promote transparency, protect fundamental rights, and enhance user safety within the European Union.

## What will the role of BSI be as an AI Notified Body?

BSI, as an AI Notified Body, will be responsible for carrying out third party conformity assessments of limited AI systems as outlined in the EU AI Act.

## What are the benefits of conforming to the EU AI Act requirements?

Conformity is required prior to EU market entrance for high-risk AI systems falling under the EU AI Act. Conformance to the EU AI Act and achieving CE marking enhances public trust, facilitates market access, and demonstrates a commitment to responsible AI practices, which can be advantageous for businesses.

## What are the potential consequences of non-compliance with the EU AI Act?

Non-compliance with the EU AI Act may result in legal penalties, such as fines or restrictions, reputational damage, loss of market access, and potential product withdrawal from the EU market.

## Collaborating to shape trust in AI

**The  
Alan Turing  
Institute**

  
HM Government

 **IMDRF**

**CENELEC**

**ISO**

**NPL**   
National Physical Laboratory

**cen**

**nēn** Standard for  
progress

 **IAF**  
MEMBER OF MULTILATERAL  
RECOGNITION ARRANGEMENT





## Shaping a sustainable world

Founded in 1901, BSI became the world's first National Standards Body.

We exist to have a positive impact on society, from early standards for safe tramways to the future of nano-technology.

Today, clients all over the world rely on our experience raising standards to accelerate progress towards a sustainable world.

### **BSI was incorporated by British Royal Charter in 1929**

Our Royal Charter sets out our purpose and broadly defines our activities, including our function as the UK's National Standards Body and a provider of global accredited training, testing, and certification.



By Royal Charter



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