

FROM CREATIVITY TO COMPLIANCE

How regulation will shape Generative and agentic AI



Generative and agentic AI are shifting from content creation to decision-making, bringing both growth opportunities and regulatory scrutiny. As global rules evolve, businesses must adapt or risk reputational, financial, and operational setbacks.

Opportunities

- Strengthen customer trust through transparency.
- Open new markets by meeting high standards.
- Reduce long-term costs by embedding compliance early.
- Strengthen reputation through ethical AI use.

Challenges

- Higher compliance costs due to audits and documentation.
- Slower time-to-market from increased oversight.
- Regional differences across the US, EU, and China.
- Evolving, unclear regulations hinder investment.

The global regulatory landscape

From users’ rights to content labeling, AI regulation is taking shape differently in various parts of the world.

Region	Key Regulation	Focus Areas	Business Impact
EU	EU AI Act	High-risk AI systems Gen AI	Mandatory audits, documentation, and oversight for high-risk applications
EU	GDPR	Personal data governance	Requires transparency, user consent, and rights to access or delete data
UK	AI Regulation White Paper	Transparency, security, explainability	Voluntary transparency, explainability, and protection guidance
US	State-specific laws	Deepfakes, consumer protection	Deepfakes disclosure, consumer protection
China	AI regulations	Gen AI, recommenders, content labeling	Content labeling, training data checks, recommender oversight

Industries already impacted

Although regulation is still in its early stages, some industries are already feeling its impact.

Industry	 Media	 Healthcare	 Education
Use Case	Content identification and management, as seen in Meta Rights Manager	Diagnostic tools, like Buoy Symptom Checker, with HITRUST Certification	Bias reduction frameworks for learning, such as Towards Responsible AI in Education
Regulatory Focus	Copyrights, attribution of AI-generated content	Data privacy, compliance with privacy laws	Fairness, bias reduction, compliance support

Roadmap to compliance success



Engage legal teams

Align with evolving regulations using expert guidance.



Stay informed

Track global developments with dedicated tools.



Be transparent

Disclose AI involvement to strengthen trust.



Assess risks

Use structured audits like SoftServe's [Ethicards](#) to identify gaps.

The following resources are also useful for companies navigating AI regulation.

Tool	Goal
EU AI Act Explorer	Explore the contents of parts of the AI Act relevant to your business
EU AI Act compliance checker	Interactive tool to determine whether your system would be under restrictions
National AI policies & strategies	Interactive tool to explore the policies overview by country
US State AI Governance Legislation Tracker	Chart providing information about AI laws implemented by US states

Results of proactive action

Organizations that act early reduce compliance risk, improve brand credibility, and gain faster access to regulated markets. With the right guardrails, AI becomes both a competitive advantage and a trusted solution.

Why SoftServe



SoftServe helps enterprises design, audit, and scale AI systems aligned with regulatory standards and ethical frameworks. Our expertise ensures compliance while achieving measurable business value.

Austin HQ

201 W. 5th Street, Suite 1550
Austin, TX 78701
+1 866 687 3588 (USA)
+1 647 948 7638 (Canada)

London

30 Cannon Street London EC4 6XH
United Kingdom
+44 333 006 4341

info@softserveinc.com
www.softserveinc.com