

WHAT THE NEW WHITE HOUSE **AI EXECUTIVE ORDER** MEANS FOR U.S. COMPANIES

AND WHY
AI GOVERNANCE
CANNOT WAIT



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PRESIDENT TRUMP'S ORDER CHALLENGES STATE AI LAWS AND SIGNALS POSSIBLE FEDERAL PREEMPTION.

**COMPANIES CAN'T WAIT FOR CLARITY;
THEY'RE ALREADY ACCOUNTABLE.**

→ COMMERCE SETS THE STAGE FOR FEDERAL AI OVERSIGHT

- The Secretary will quickly analyze state AI laws and provide targeted referrals to the DOJ to shape early enforcement priorities.

→ DOJ WILL CHALLENGE STATE AI LAWS IN COURT

- Will assess and challenge state AI laws viewed as burdensome or unconstitutional.

→ FEDERAL AGENCIES WILL EXPLORE NATIONAL AI STANDARDS

- The FCC and FTC must advance federal guardrails.

→ STATES MAY FACE FUNDING IMPLICATIONS

- The FCC and FTC must advance federal guardrails.

FEDERAL PREEMPTION IS NOT ABSOLUTE.
EXCEPTIONS INCLUDE CHILDREN'S
ONLINE SAFETY AND STATE PROCUREMENT.



THIS IS NOT A SUBSTITUTE FOR AI GOVERNANCE

- **LEGAL UNCERTAINTY IS
EXPANDING NOT SHRINKING**

- Start your AI governance plan now to prepare for what's ahead, as DOJ action may trigger selective litigation.

- **VENDORS CONTINUE EMBEDDING
AI INTO CRITICAL SYSTEMS**

- Without clear governance and review, organizations may face unexpected safety issues, legal exposure, and misaligned model behavior.



WHAT COMPANIES SHOULD DO NOW

✓ INVENTORY ALL AI USE

- Identify AI embedded apps and shine a light on shadow AI within your enterprise.

✓ UPDATE VENDOR RISK ASSESSMENTS

- Strengthen assessments with AI-specific criteria and data flow review.

✓ FORM AI STEERING COMMITTEES

- Bring together privacy, legal, security, risk & compliance teams.

✓ PREPARE TO MANAGE PRIVACY INCIDENTS CAUSED BY AI

- Use breach detection and notification tools for AI-related risks.

✓ TRAIN STAFF ON RESPONSIBLE AI USE

- Most AI misuse is accidental. Training significantly reduces the risk.

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