

# 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.**

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## **→ 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

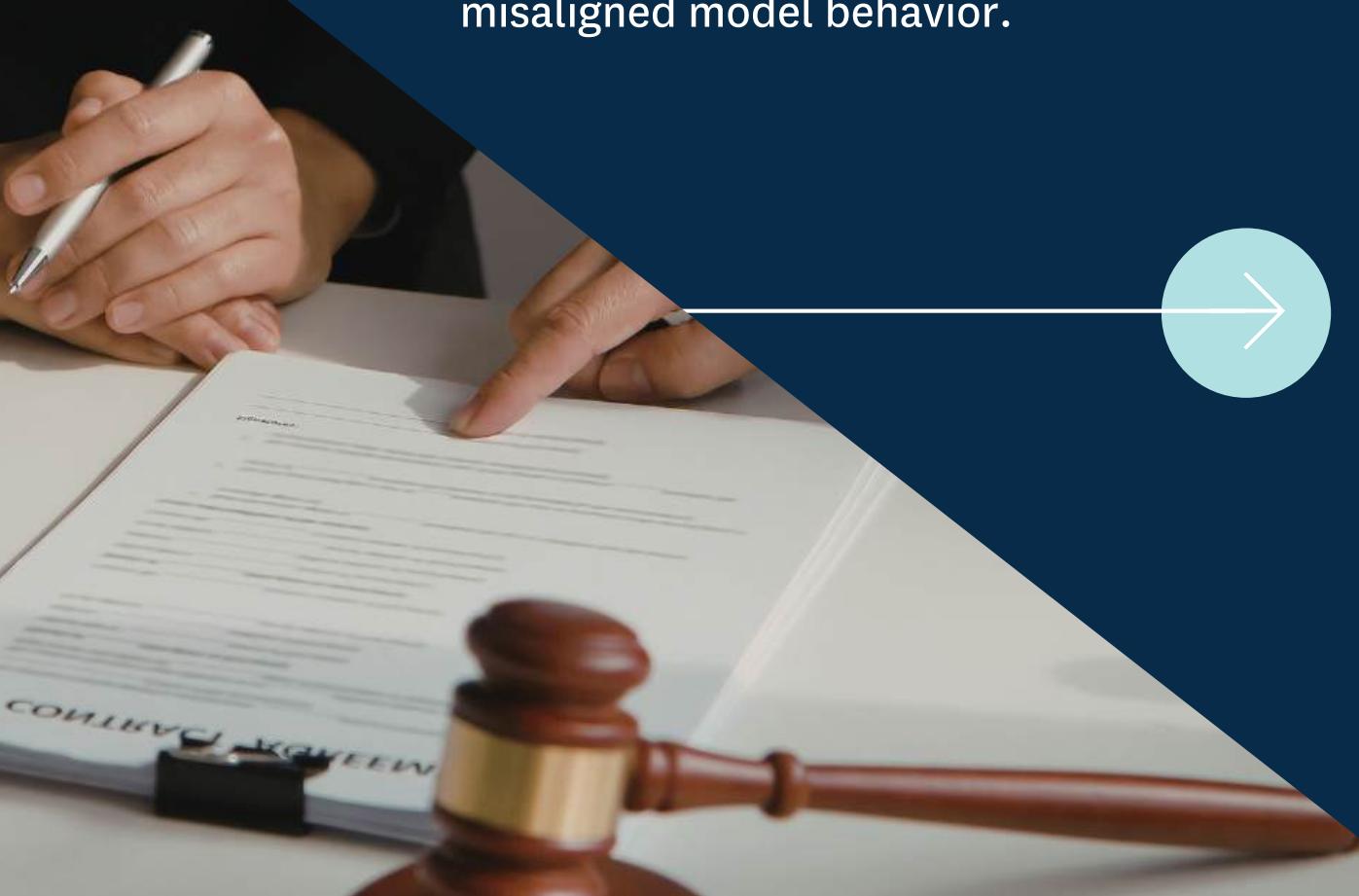
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- **LEGAL UNCERTAINTY IS EXPANDING NOT SHRINKING**

- 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

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## ✓ 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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