
Ascensus: For in-house lawyers Flagship event

Wednesday 15 October 2025

Ascensus
**Browne
Jacobson**

Discover our services
and access useful
resources.

Open your phone's camera and
scan this QR code:



brownejacobson.com
linkedin.com/company/brownej

Discover our services and access useful resources.

Open your phone's camera and scan
this QR code:



Ascensus: For in-house lawyers

Agenda

2:30 pm – 3:00 pm

Guest arrival and registration

3:00 pm – 4:00 pm

Legal updates:

AI, data and security

Regulatory

Employment

4:00 pm – 4:10 pm

Refreshment break

4:10 pm – 4:50 pm

AI and the in-house lawyer: a panel discussion

4:50 pm – 5:00 pm

Refreshment break

5:00 pm – 5:45 pm

Hear from our keynote speaker on Agentic AI in practice

5:45 pm – 6:00 pm

Closing

6:00 pm onwards

Networking, drinks and canapes

Legal updates

With Richard Nicholas, Francis Katamba, Rachel Lyne and Maz Dannourah

Ascensus
Browne
Jacobson

brownejacobson.com
linkedin.com/company/brownej

AI, data and security

Richard Nicholas and Francis Katamba

Cybersecurity and Resilience Bill

Francis Katamba

Policy objectives

- Digital revolution is transforming Critical National Infrastructure (CNI).
- Global threats and instability.
- Outdated cybersecurity framework (NIS).
- Cyber criminals are constantly adapting and improving!
- Growth.
- [Cyber security and resilience policy statement - GOV.UK](#)



Why it's needed!



The screenshot shows the GOV.UK website header with the logo and a search icon. Below the header is a breadcrumb trail: Home > Government > Cyber security > Cyber Security Breaches Survey 2024. Underneath the breadcrumb are two logos: the Department for Science, Innovation & Technology and the Home Office. A large blue banner at the bottom of the screenshot contains the text 'Official Statistics', 'Cyber security breaches survey 2024', and 'Published 9 April 2024'.

“Half of businesses (50%) and around a third of charities (32%) report having experienced some form of cyber security breach or attack in the last 12 months. This is much higher for medium businesses (70%), large businesses (74%) and high-income charities with £500,000 or more in annual income (66%).”

[Cyber security breaches survey 2024 - GOV.UK](#)

Updating the current cybersecurity regime



**Network &
Information
Systems
Regulations, 2018
(NIS)**

The UK's current cross-sector cybersecurity regulations, NIS, are outdated and have been updated in the EU by NIS 2.



**Operators of
Essential Services
(OES)**

OES regime covers 5 sectors:

- Transport.
- Energy.
- Water.
- Health.
- Digital infrastructure.



**Relevant Digital
Service Providers
(RDSP)**

RDSP regime covers cloud computing services, online marketplaces and online search engines.

Broadening the scope of regulation

Data centres



Broadening the scope of regulation

Managed service providers

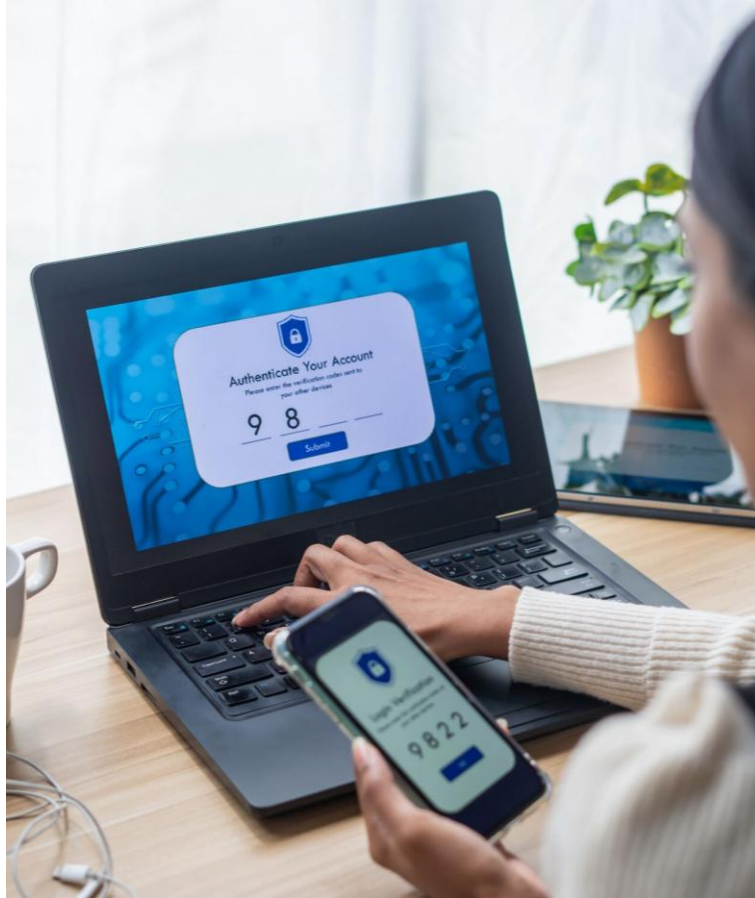


Broadening the scope of regulation

Critical suppliers (designated by regulators)



Potential impacts



What to do next?

- Consider if you/ suppliers are in scope.
- Manage supply chain risk (including risk allocation in contracts).
- Update internal policies/ external legal documentation.
- **Review current levels of cybersecurity and build a holistic governance framework that looks at cyber related risks to your organisation, cohesively, across the different phases of the data lifecycle.**



Thinking about the big picture

- [Cyber Governance Code of Practice - GOV.UK](#)
- [Cyber Governance Training - NCSC.GOV.UK](#)
- Contact francis.katamba@brownejacobson.com re training and cyber governance (including holistic offering with cybersecurity and PR experts).

The Data Use & Access Act (DUAA) (19 June 2025)

Richard Nicholas

Alters UK GDPR. Has been coming for a long time...

The first time we looked at this...



DUAA

Overview

Wide-ranging impact (and a bit of a mess...)

- Smart data schemes, Digital Verification.
- Online Safety, Data related trust services.
- Data sharing in the public sector.
- Information governance in health and adult social services.
- Registration of births and deaths, Law enforcement & national security, Register of underground services.
- Wide ranging powers SoS powers to add secondary legislation.
- But NOT – default opt-out license for use of © works by AI.
- Find out more: [Data \(Use and Access\) Act 2025](#)

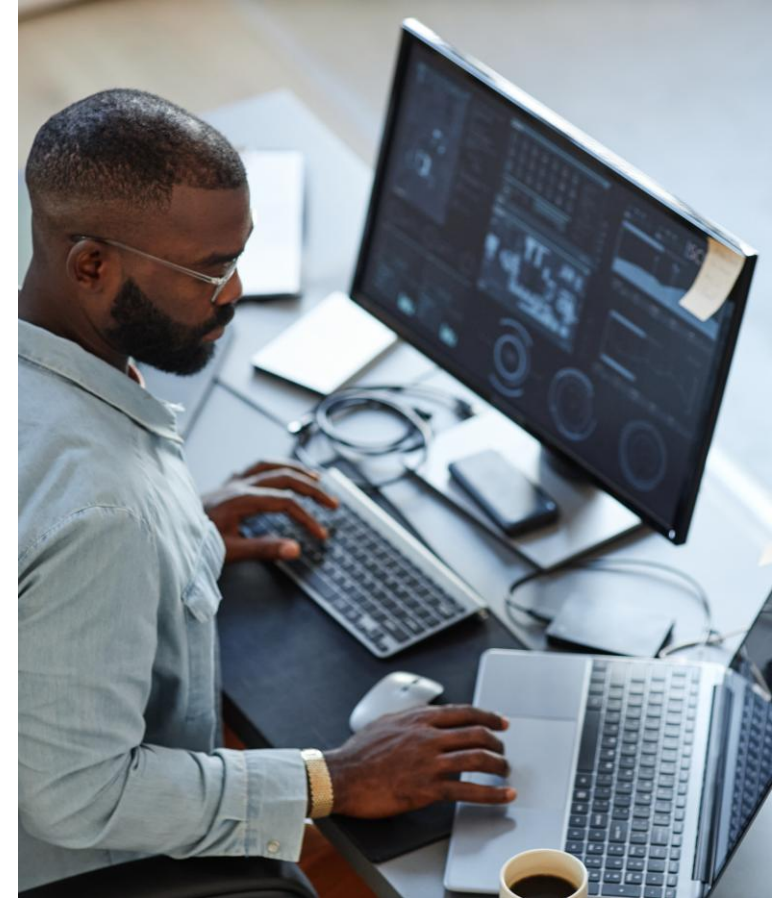


DUAA

Key data related concerns

How the changes are more permissive:

- Automated Decision Making (s80) – Replaces Art 22 UK GDPR – Significant decisions can be made by ADM if certain conditions are met.
- Cookie Rules (s112 and sch 12) – set functionality type cookies w/o consent.
- Research (s67&68) – “broad” consent is acceptable for scientific research – re-use without privacy notice acceptable if notifying people would be disproportionate.

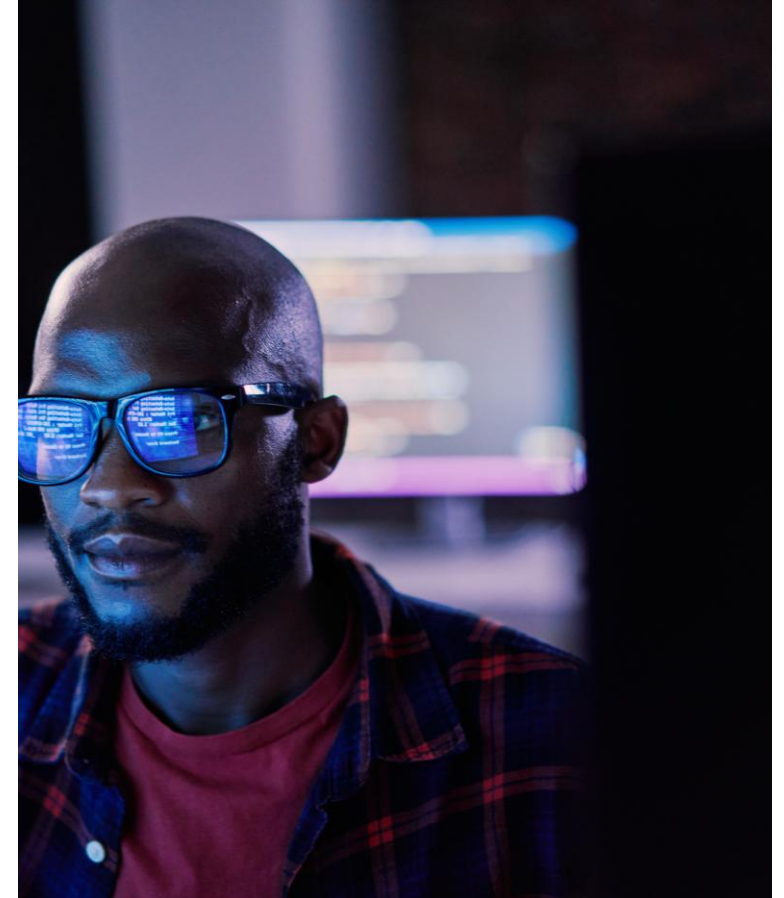


DUAA

Key data changes

How the changes are **MORE** permissive:

- “Recognised Legitimate Interests” don’t require LIA (S70) – crime, safeguarding, national security.
- Disclosure to public bodies – e.g. police (S70) (1).
- Assumption of Compatibility with original purpose (s71 & Sh5) – crime, safeguarding, national security, legal obligations.
- Soft Opt In for Charities (s114).
- SARs – reasonable and proportionate searches (s75-79).

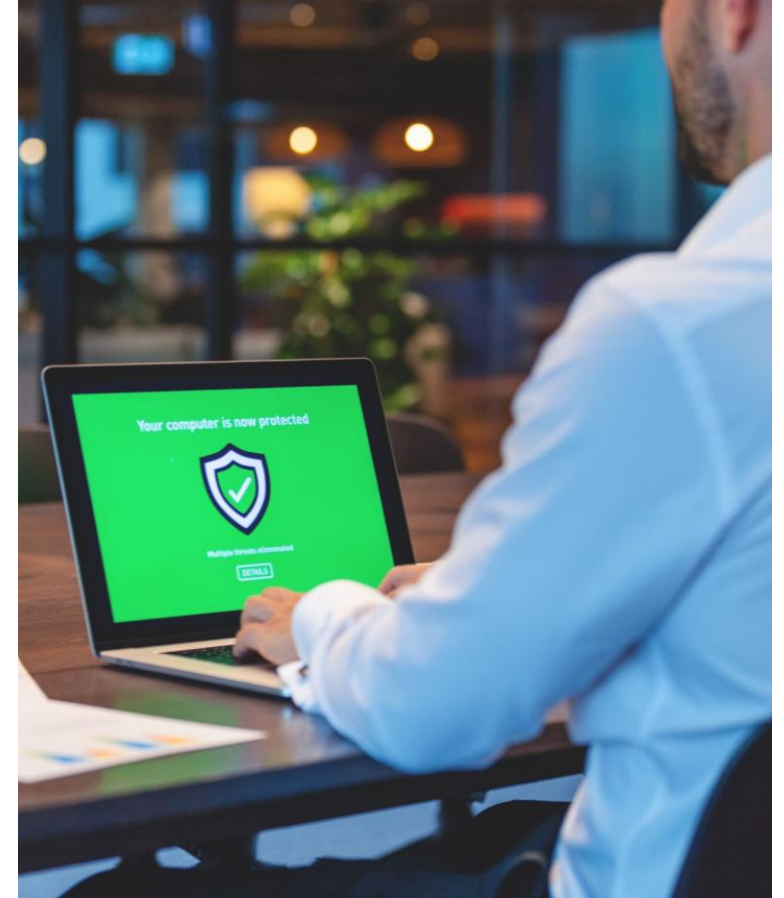


DUAA

Key data related concerns

How the changes are LESS permissive:

- Children (s81, Sch6) – if your online service is likely to be used by children – age verification.
- Complaints (s76A) – help people complain, acknowledge within 30 days, respond without undue delay.
- Fines under PECR (marketing) are increased to UK GDPR levels (s115).

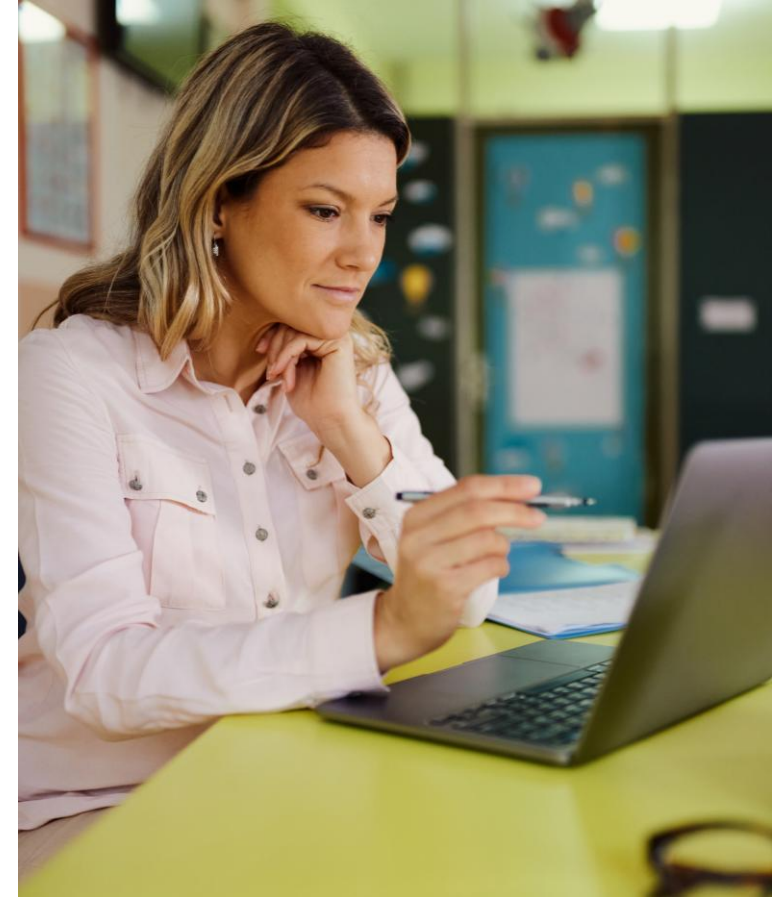


DUAA

So what?

To do:

- Update your privacy notice if not covered (complaints).
- Consider children & age verification.
- Keep an eye on marketing.
- For other areas it is likely that DUAA is more permissive, but the language of the Act is not easy!



Governance, Risk and Compliance:

The role of the in-house team

Rachel Lyne



Role of Lawyers

The legal team can serve as the bridge that links the legal requirements, day to day business operations and the ambitions for growth and development across the business.

Governance

Input at a strategic level

- Advice to the Board on legal implications
- Do the governance structures comply with the laws and regulations in the jurisdictions
- Review board resolutions, policies and governance frameworks
- Ensure legal input to stakeholder management

Develop Policies

- Create legal and compliance policies
- Alignment with business objectives and regulatory requirements
- Regular review and updates

Risk Management

- Identify legal risks across all business functions in partnership with business units
- Add in regulatory, contractual and litigation risks
- Monitor changes in the law
- Impact of new acquisitions, disposals on risk management
- Create contractual protections and insurance strategies
- Establish crisis management protocols
- Training – bring home the importance of risk management to the relevant stakeholders

Compliance

- Ensure compliance programmes are fit for purpose
- Manage relationships with regulators, where appropriate
- Ensure compliance monitoring systems and controls are operating an effective
- Investigate non-compliance and ensure corrective actions are implemented
- Relationship with risk, compliance, and audit as key stakeholders in delivering compliance

Key Takeaways

- Effective Governance Risk and Compliance creates a competitive advantage for businesses and delivers stakeholder confidence.
- Enables the legal team to be involved in business decision making, through the lens of legal compliance, rather than just as the problem-solving department.
- Positions legal teams as an integral part of the business helping to deliver success.

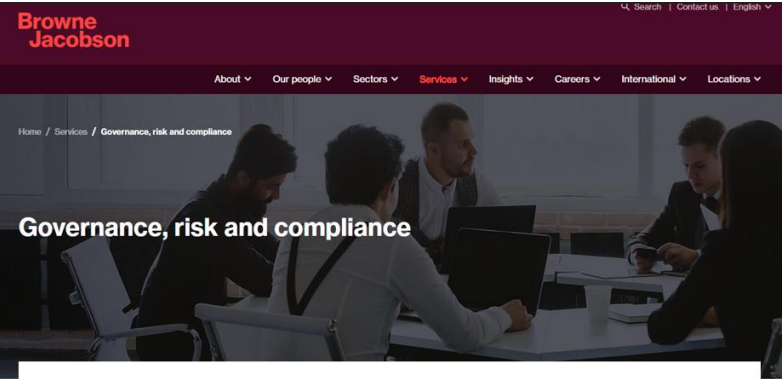
Key Takeaways

- Effective Governance Risk and Compliance creates a competitive advantage for businesses and delivers stakeholder confidence.
- Enables the legal team to be involved in business decision making, through the lens of legal compliance, rather than just as the problem-solving department.
- Positions legal teams as an integral part of the business helping to deliver success.



Look out for our new compliance hub!

(confidential)



At Browne Jacobson, we specialise in providing expert legal advisory services tailored for senior leaders aiming to enhance corporate governance and regulatory compliance and support you in managing business risk in today's demanding global marketplace.

It is crucial that your legal advisers are in a position to support the senior leaders within your business in the drive for strong and effective corporate governance.

Expert legal support for regulatory compliance and corporate governance

At Browne Jacobson we understand that transparency and accountability is expected of businesses whether in respect of strategic decision-making at board level, financial regulation and due diligence or employee conduct and behaviour. We will ensure that your corporate advisory strategy is not only compliant with current laws but also positioned to face challenges and seize emerging opportunities where the emphasis on corporate responsibility, accountability and values has never been greater.

Our approach is proactive; Our aim is to support you in facilitating compliance and good governance practices that align with your corporate values. We recognise the value in keeping you updated about changes and guidance We will proactively support you whether in drafting or reviewing your environmental policies, helping you with data management and protection or advising on the social impact of your business activities including on issues from health and safety, to diversity and inclusion and supply chain management.

Why regulatory compliance and good governance are critical for modern businesses

Scrutiny of business practices has never been greater with consumers and the public demanding ever greater accountability of organisations as well as the officers and individuals responsible for corporate decision making. Aside from the obvious risk of reputational damage and negative publicity across all forms of media, organisations risk substantial civil and criminal penalties. Prevention being better than cure. Our aim is to help you ensure that your systems and processes around corporate governance and risk are compliant and thereby sufficiently robust to withstand scrutiny from the regulators.

Integrated support across all regulatory areas

Our very broad practice means that we can support you across all aspects of your business helping to identify applicable regulations and compliance obligations and assist you in drafting policies and developing systems to address those. Importantly, in the face of a sudden or unexpected business challenge, Browne Jacobson is ready to provide immediate support. Working alongside you in navigating a crisis or significant event or during the unfamiliar and often stressful stages of an intervention by the regulators.

Our goal is to mitigate not only the immediate risks by managing the crisis to ensure minimal disruption to your business operations but also to future proof the business against a similar incident with effective reviews to ensure lessons are learned and controls implemented to protect the business from similar events and regulatory interventions.

Our teams of specialists cover areas including:

- Data
- Financial regulation
- Sustainability, environmental, and health and safety
- Competition
- Building safety
- Employment and modern slavery
- Supply chain
- Product compliance safety and recall
- Labelling
- Advertising and marketing
- Company secretarial

[Our regulatory services](#) →

Why partner with us for your regulatory needs?

Our lawyers have many years experience advising private sector organisations and large corporates both upon internal governance and compliance procedures but also regulator oversight and litigation.

We offer comprehensive services that include:

- Advice and support to c-suite and the board
- Drafting of compliant policies and procedures
- Conducting internal investigations
- Bespoke training on key regulatory and compliance issues
- Engaging with regulators - either proactively or reactively - on your behalf

At Browne Jacobson we are more than just your legal advisers; we are your partners in navigating the complexities of corporate governance and compliance. By choosing us, you ensure that your business is not only meeting current legal requirements but is also equipped for the future, ready to embrace opportunities and overcome challenges with confidence.

Speak to our regulatory compliance experts

[Contact us](#) →

Comprehensive regulatory, governance and compliance services tailored to your business

Advertising and marketing

AI, data protection and cybersecurity compliance
Competition law compliance
Financial regulation and financial crime compliance
Health and safety compliance
Product compliance and safety
Supply chain risk management

Our comprehensive expertise covers all aspects of **advertising and marketing law**: consumer protection compliance, green claims validation, comparative advertising strategy, and pricing substantiation. We guide you through complex requirements for prize promotions, influencer partnerships, and product-specific regulations.

Whether you're launching innovative campaigns, defending against competitor challenges, or ensuring ASA compliance, we provide clear, practical advice that keeps your business moving forward. From health claims and environmental messaging to gambling and HFSS restrictions, we understand the nuances that matter.

We know both the Ad Codes and the underlying consumer protection laws they reflect. Our intellectual property credentials strengthen our comparative advertising expertise, whilst our sector-specific knowledge ensures your campaigns comply from

Key contacts

Rachel Lyne
Partner

Email Rachel
+44 (0)121 237 4684
[View profile](#) →

Andrew Hopkin
Partner

Email Andrew
+44 (0)115 975 6030
[View profile](#) →

Employment

Maz Dannourah

01 Case law update

Lutz v Ryanair DAC and another company

Court of Appeal

- CoA upheld ET's finding that a pilot who provided services to Ryanair through an intermediary ("IM") was: (i) in an employment relationship with IM; and (ii) was an agency worker supplied by IM to work temporarily for Ryanair.
- Pilot had standing to bring a claim for unpaid holiday pay against IM and an equal terms claim against Ryanair under the AWR.
- Pilot's contract with IM clear that Ryanair was not his employer – no basis for implying this.
- Fixed 5-year contract between the pilot and IM was plainly 'temporary' – pilot's integration into Ryanair's workforce consistent with agency work.



Chase v Northern Housing Consortium Ltd and another

Employment Appeal Tribunal

- C raised concerns about NHCL's financial practices, which were investigated by external auditors appointed by NHCL. C raised concerns directly to the auditor during their investigation.
- ET found that disclosure to auditor was not protected as auditor had 'no responsibility' within NHCL.
- EAT overturned ET's decision.
- EAT held that disclosure made to external auditor was a protected qualifying disclosure pursuant to s43c(2) Employment Rights Act 1996.
- Whistleblowing protections undermined if an employer could simply side-step these by externalising investigations into wrongdoing.



02

New legislation/guidance

Victims and Prisoners Act 2024

Changes to NDAs

- Provisions relating to NDAs came into effect on 1 October 2025 (1 August 2025 for HE).
- Attempts to prevent reporting crime to the police will be unenforceable.
- Other disclosures also protected, including those necessary to seek support and advice.



03

The Employment Rights Bill

Employment Rights Bill

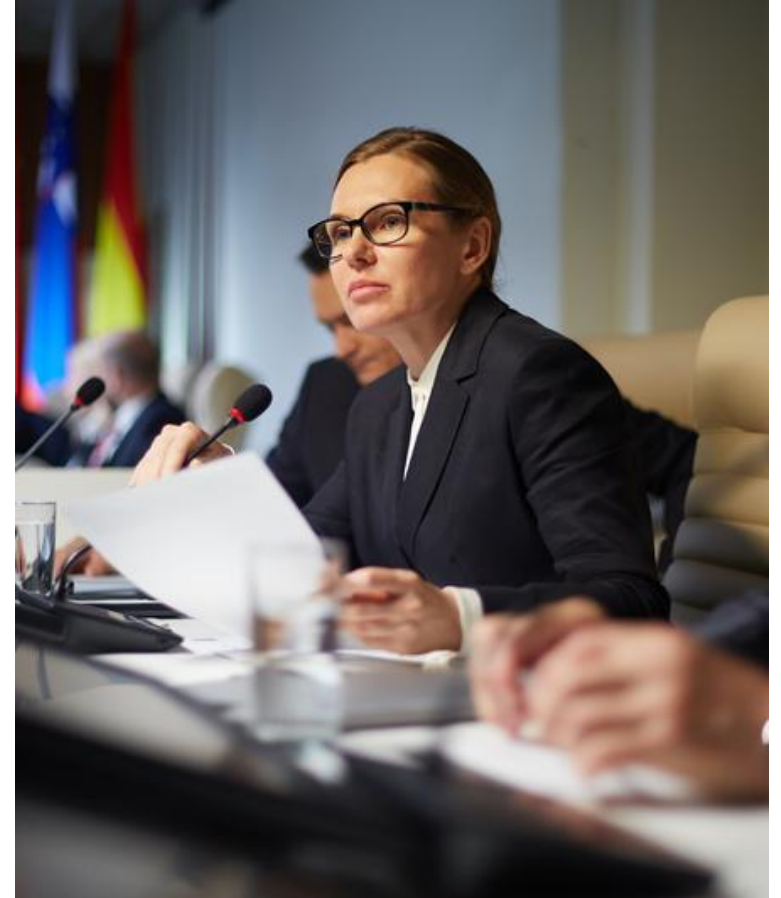
Overview:

- Most comprehensive overhaul of UK employment law in decades.
- Introduces 28 major reforms as part of Labour's flagship "Plan to Make Work Pay" agenda.
- Legislation fundamentally reshapes worker protections across England, Scotland and Wales.
- Aims to deliver key manifesto commitments to strengthen worker security, tackle exploitative practices, and modernise workplace rights.
- Sweeping changes including – unfair dismissal, discrimination and how employers use temporary labour.
- For UK employers and HR professionals, this legislation requires fundamental reassessment of employment practices across all sectors.

Employment Rights Bill

Update:

- ERB completed the HoL Report Stage and had third reading in the HoL.
- Number of amendments made – both government backed and non-government backed.
- ERB returned to HoC for consideration of HoL amendments.
- Non-government backed amendments rejected.
- ERB now returned to HoL.



Employment Rights Bill

Amendments to the Bill – Fire and rehire

- **Restricted variations:**

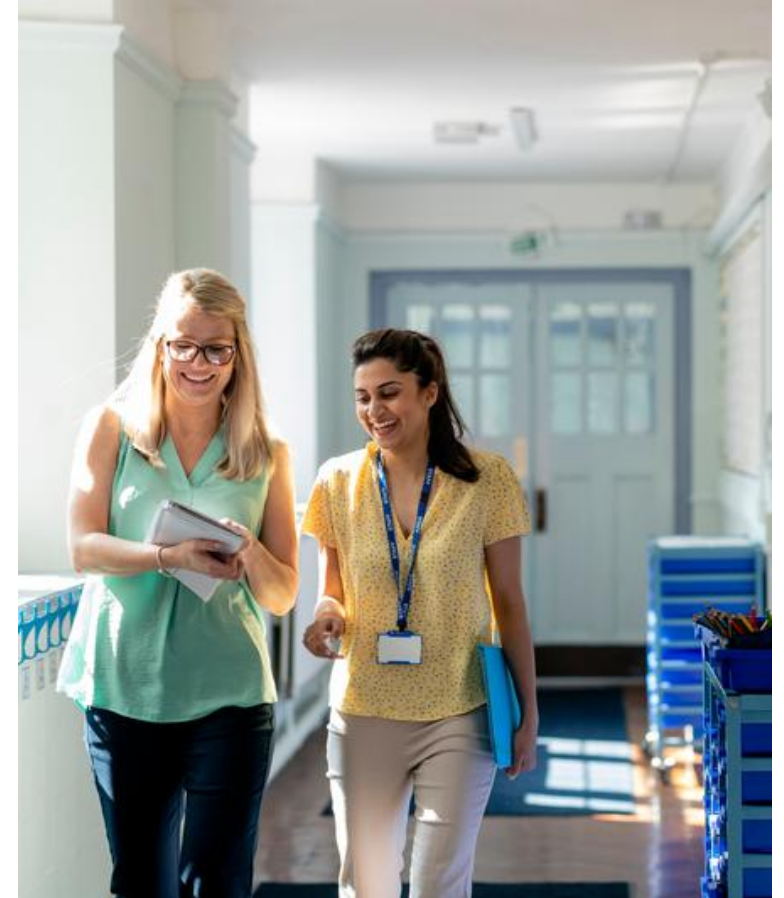
Ban will now only cover “restricted variations” related to reduced pay or holiday entitlement, changes to hours and pensions.

- **Relocation excluded:**

Employers may still terminate and re-engage employees for workplace relocation under ordinary dismissal rules.

- **Variation clauses limited:**

General variation clauses cannot bypass restrictions, though existing clauses remain valid for employers.



Employment Rights Bill

Amendments to the Bill – Fire and rehire

- **New provisions on fairness:**

Additional fairness factors introduced for non-restricted variations, broadly reflecting existing reasonableness test.

- **Automatic unfair dismissal:**

Dismissing employees to replace with agency workers or contractors becomes automatically unfair (**NB** – exception for financial difficulties).

- **New tests for public sector employers:**

Financial difficulties exception replaced with "statutory functions sustainability" tests for public bodies and councils.



Employment Rights Bill

Amendments to the Bill – NDAs

- NDAs which cover harassment and discrimination at work will be banned in employment agreements.
- There will be exceptions for an 'excepted agreement' where certain conditions specified in regulations are met (suggested this may cover where the NDA is requested by the worker).
- The protection will apply to both current and former employees.
- There is provision for it to be extended to cover individuals such as contractors, trainees and work-experience placements.

Employment Rights Bill

Amendments to the Bill

Bereavement leave

- Bereavement leave in respect of pre-24-week baby loss has been added to the Bill.

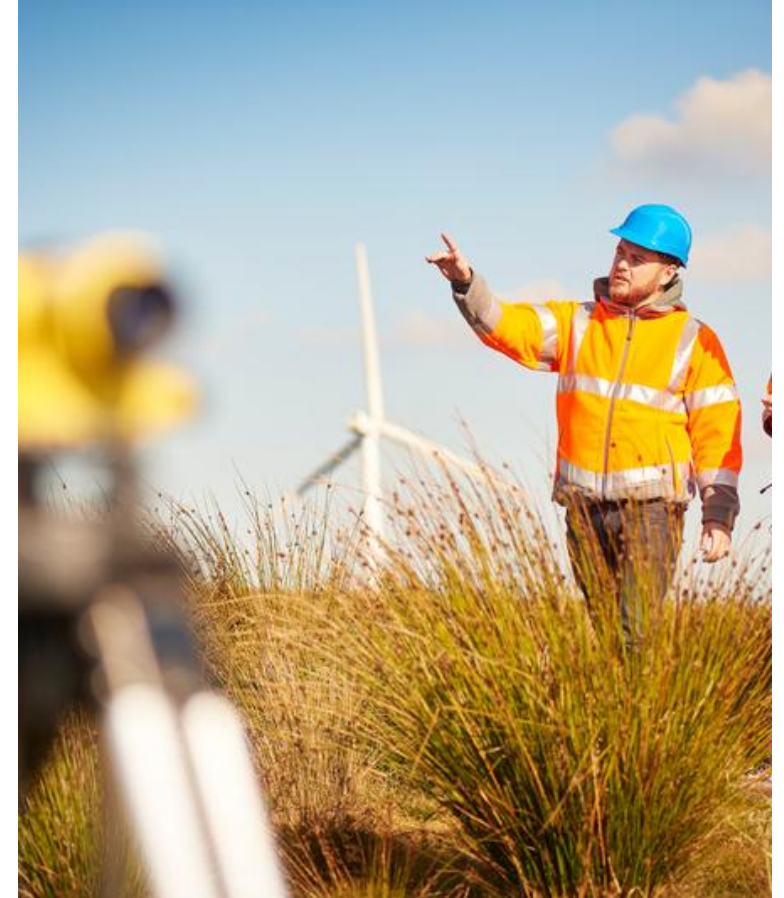
Guaranteed Hours Offers

- Number of amendments to the guaranteed hours provisions, including:
 - Compliance with certain requirements to ensure that the agency workers terms and conditions do not deteriorate because of the guaranteed hours offer.
 - When an agency worker accepts a GHO, they become a worker of the hirer, who in turn becomes the employer (status will still be determined by the overall working arrangements).

Employment Rights Bill

Next steps:

- ERB will return to the HoL.
- Royal assent only once both Houses are agreed.
- Reminder: most provisions won't come into force until 2026 at earliest.
- Government roadmap confirms a phasing approach:
 - Consultations: 3 phases from autumn 2025 – winter 2026.
 - Implementation: 3 phases:
 - April 2026.
 - October 2026.
 - 2027.



04 On the horizon

Tackling non-compliance in the umbrella company market

- Legislation to be introduced making employment agencies joint and severally liable for PAYE and Class 1 National Insurance on payments to workers supplied through umbrella companies.
- Joint and several liability will be imposed on end clients where there is no agency.
- If there is more than one agency in the supply chain, the rules will apply to the agency that has the direct contract with the end client to supply the worker.
- HMRC able to pursue the agency/end client, umbrella company or both.
- Measures will have effect from 6 April 2026.

Future Employment Bills?

Next steps paper

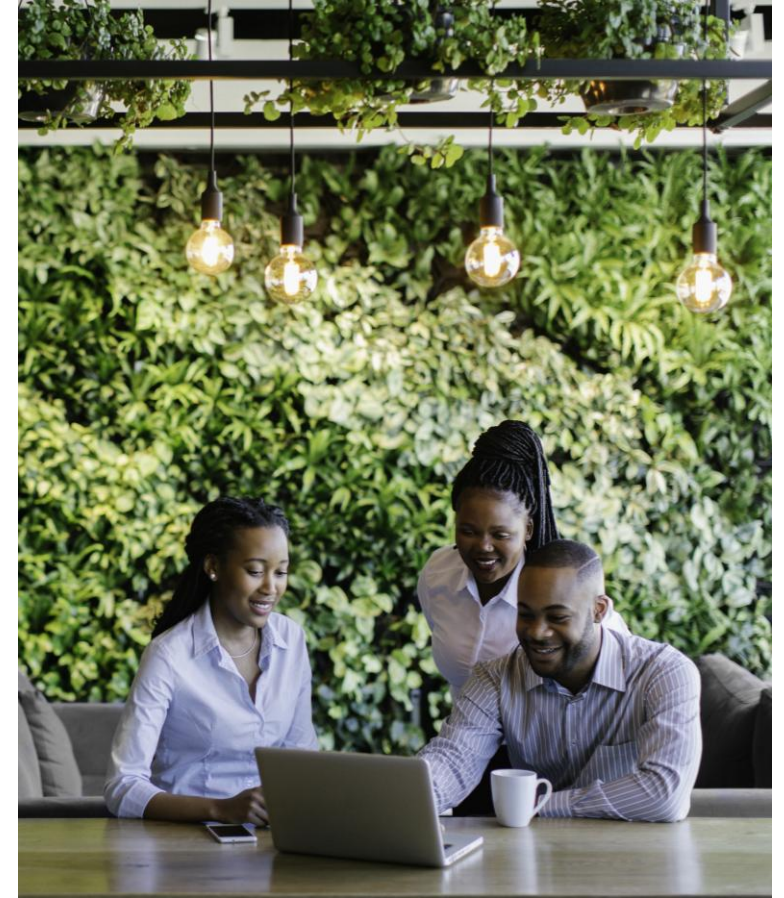
- Banning unpaid internships.
- Electronic balloting for trade union statutory ballots.
- Fair Payment Code.
- Paid travel time.
- Removing NMW age bands.



Future Employment Bills?

Next steps paper

- Dying to Work Charter.
- Modernising health and safety guidance.
- Ensuring the Public Sector Equality Duty provisions cover all parties exercising public functions.
- Menopause guidance for employers.



Refreshment break

4pm – 4.10pm

**Discover our services
and access useful
resources.**

Open your phone's camera and
scan this QR code:



AI and the in-house lawyer: A panel discussion

Chaired by Richard Nicholas, with:

Lauren Webb - Principal Lawyer, data and AI at BT

Victoria Hustler - Executive Director at Quotient Sciences

Oliver Geidel - Associate Director, Research Contracts and Compliance, University of Bristol

Ascensus

**Browne
Jacobson**

brownejacobson.com
linkedin.com/company/brownej

Refreshment break

4.50pm – 5pm

**Discover our services
and access useful
resources.**

Open your phone's camera and
scan this QR code:



Agentic AI in practice

With Dr Daniel Hulme

Ascensus
Browne
Jacobson

brownejacobson.com
linkedin.com/company/brownej



Rethinking AI and its impact on business and humanity

Daniel Hulme, Chief AI Officer @ WPP & CEO @ Satalia

daniel@satalia.com | +44 777 376 5097



About me

Entrepreneur in Residence @ UCL

Director of Business Analytics MSc

Lecturer in AI and Innovation @ UCL & LSE

Postdoc in Innovation and Technology Transfer

PhD in Artificial Intelligence

MBA Electives London Business School

MSc in Artificial Intelligence

Chief AI Officer @ WPP

CEO @ Satalia

CEO @ Conscium

Investor in AI-enabled purposeful companies

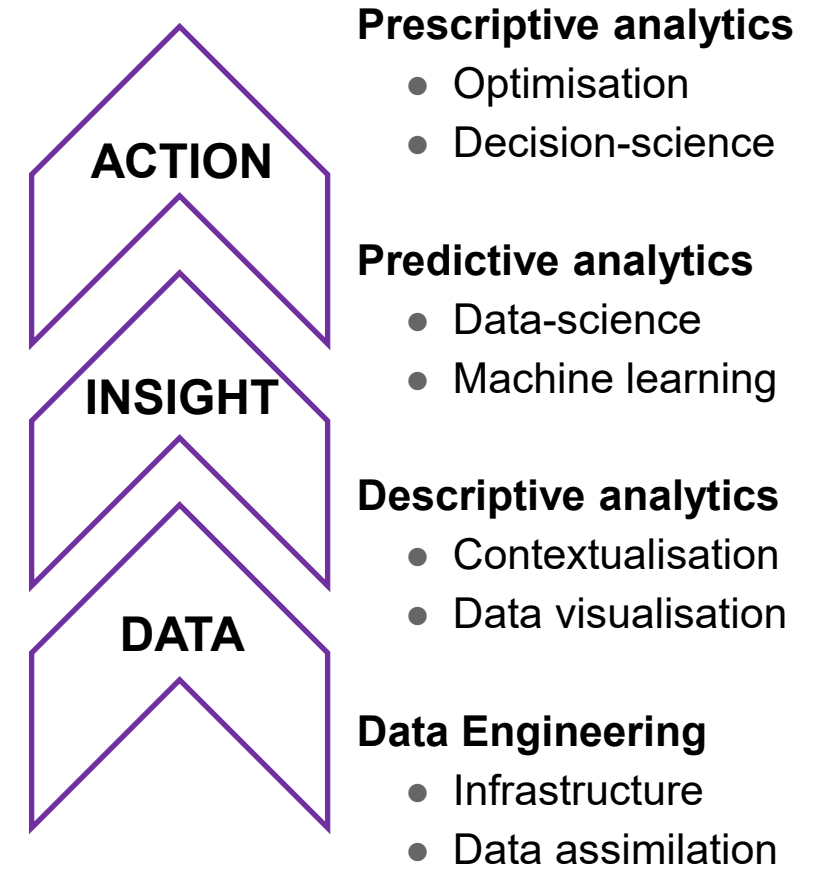
Advisor to Syntropy, e-Numeracy and others

Kauffman Global Scholar

Startup mentor and speaker



Data-driven decision making



Two ways of thinking

	PERCEPTION	INTUITION SYSTEM 1	REASONING SYSTEM 2
PROCESS	Fast Parallel Automatic Effortless Associative Slow-learning		Slow Serial Controlled Effortful Rule-governed Flexible
CONTENT	Percepts Current stimulation Stimulus-bound	Conceptual representations Past, Present and Future Can be evoked by language	

Thinking, Fast and Slow



Daniel Kahneman
Winner of the Nobel Prize



2 x 2



14 x 76





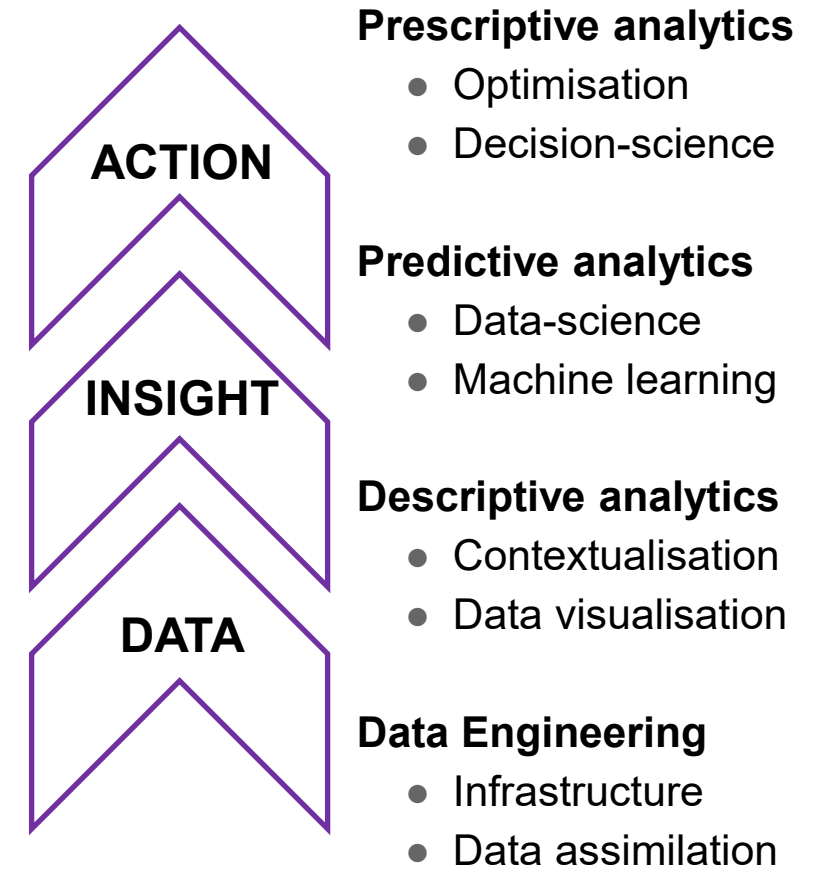




#	ROUTES	1,000,000 PER SECOND
10	3,628,800	4 seconds
11	39,916,800	1 minute
13	6,227,020,800	2 hours
14	87,178,291,200	1 day
16	20,922,789,888,000	1 year
20	2,432,902,008,176,640,000	77,000 years
22	1,124,000,727,777,610,000,000	36 millennia
24	620,448,401,733,239,000,000,000	20B years



Automation

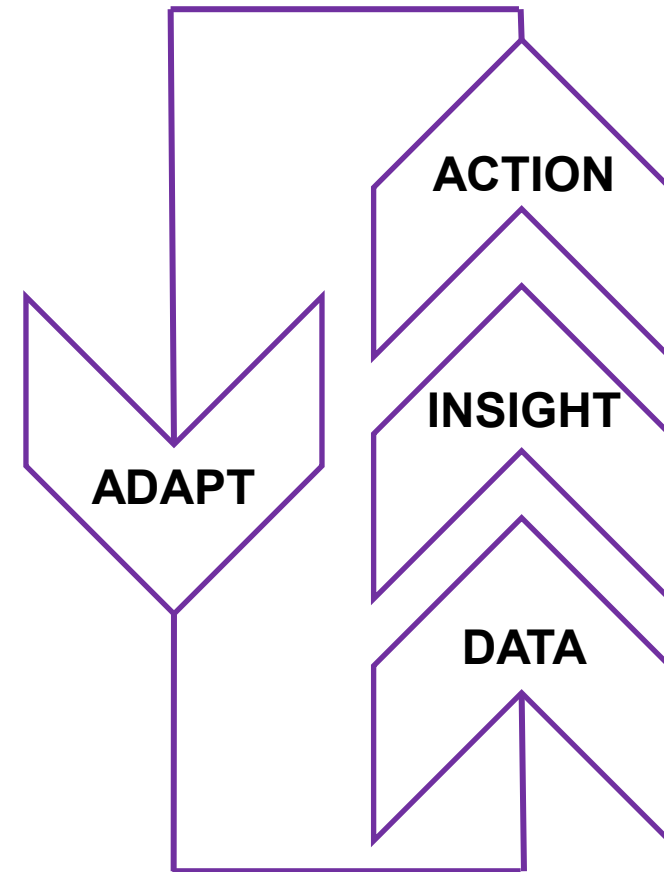


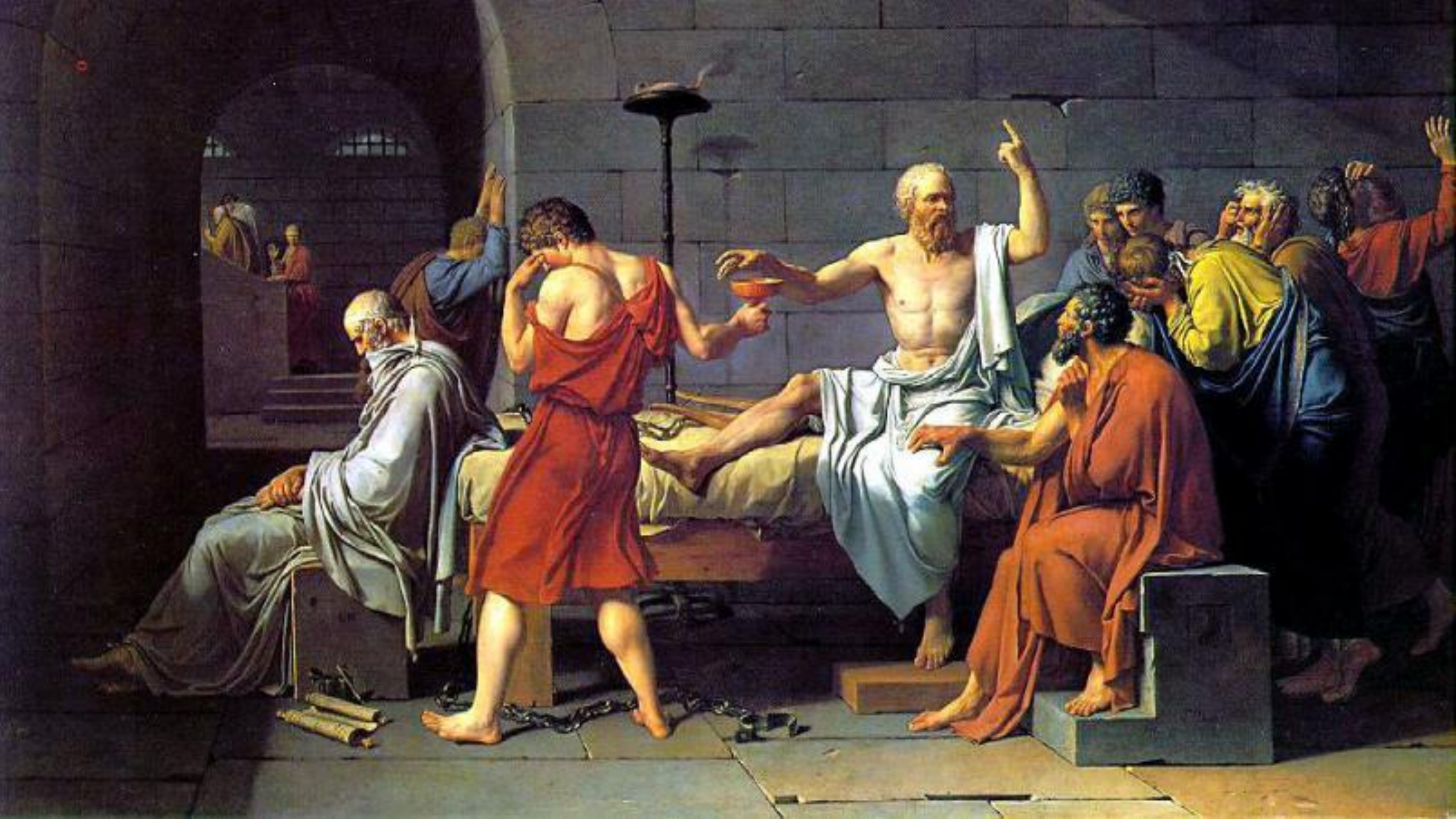
AI

Intelligence

Goal-directed Adaptive Behaviour

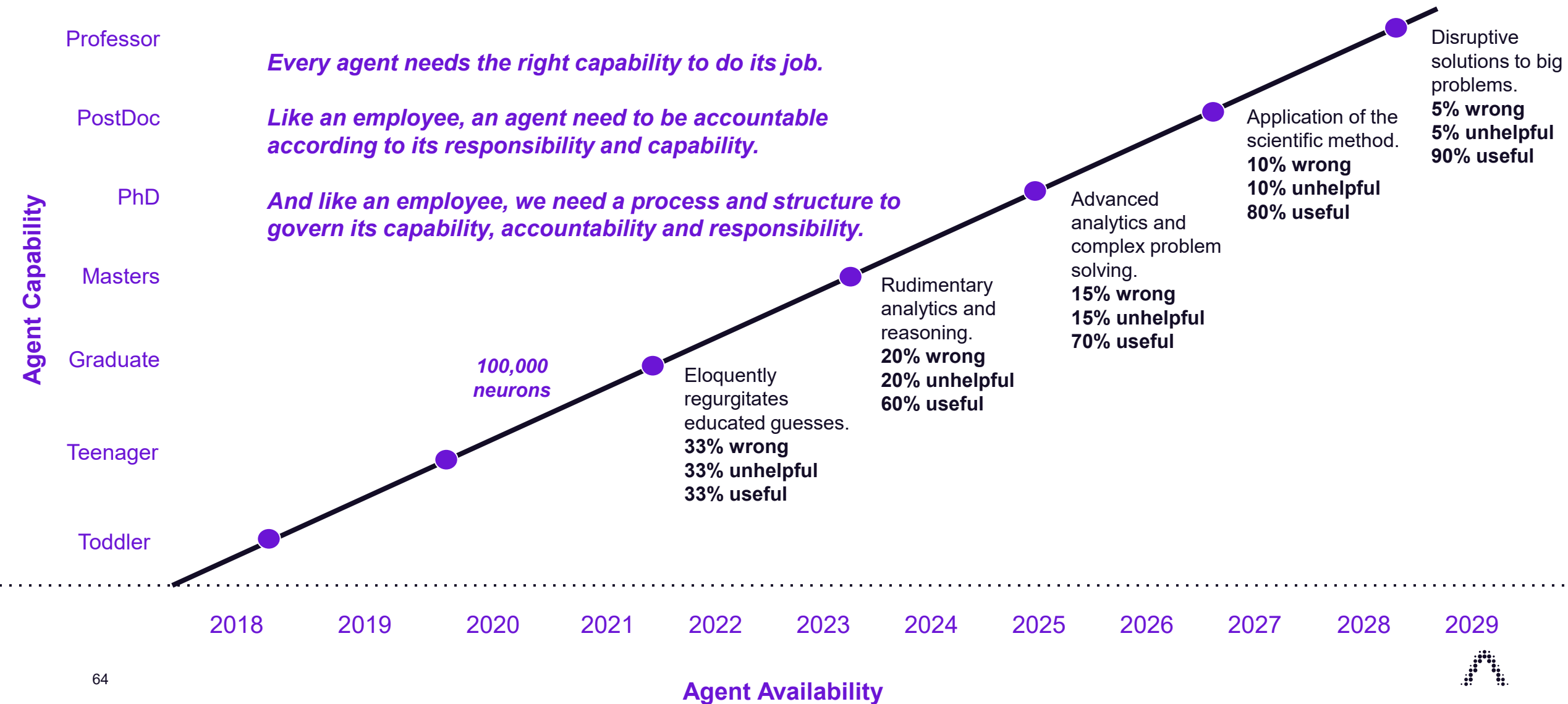
Sternberg & Salter







Agentic Opportunity



The Six Applications of AI



The Six Applications of AI

Task Automation

Macros, RPA, chatbots, object
recognition



The Six Applications of AI

Task Automation

Macros, RPA, chatbots, object recognition

Content Generation

Images, video, text, music



The Six Applications of AI

Task Automation

Macros, RPA, chatbots, object recognition

Content Generation

Images, video, text, music

...and the **four**
ways of making
Brains smart

The Six Applications of AI

Task Automation

Macros, RPA, chatbots, object recognition

Content Generation

Images, video, text, music

Human Representation

Deepfakes, voice, personas



The Six Applications of AI

Task Automation

Macros, RPA, chatbots, object recognition

Content Generation

Images, video, text, music

Human Representation

Deepfakes, voice, personas

SOCIAL IMPACT



Self-transcendence

LIFE CHANGING



Provides hope



Self-actualization



Motivation



Heirloom



Affiliation/belonging

EMOTIONAL



Reduces anxiety



Rewards me



Nostalgia



Design/aesthetics



Badge value



Wellness



Therapeutic value



Fun/entertainment



Attractiveness



Provides access

FUNCTIONAL



Saves time



Simplifies



Makes money



Reduces risk



Organizes



Integrates



Connects



Reduces



Avoids



Reduces



Quality



Variety



Sensory



Informs

The Six Applications of AI

Task Automation

Macros, RPA, chatbots, object recognition

Content Generation

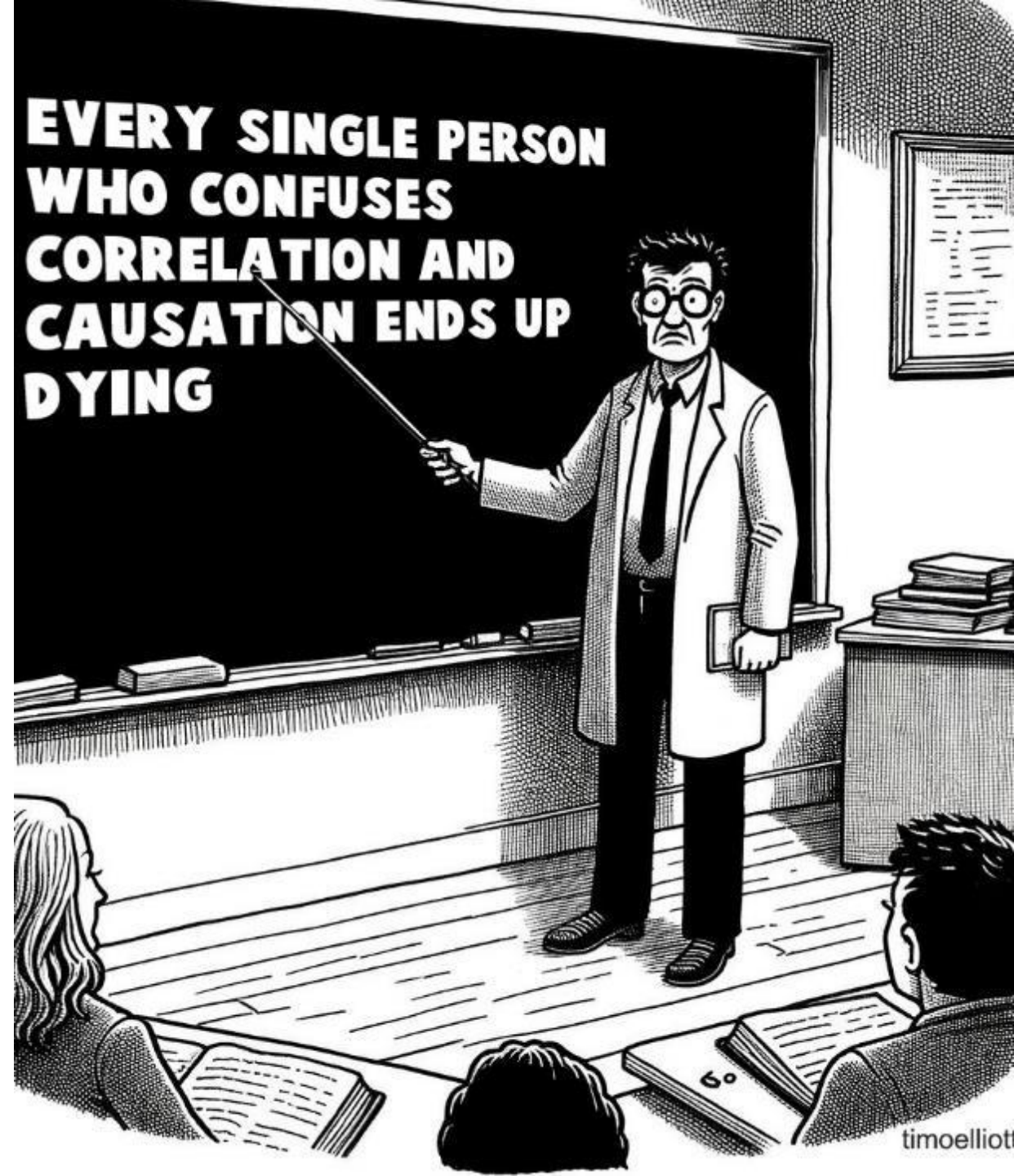
Images, video, text, music

Human Representation

Deepfakes, voice, personas

Insight Extraction

Machine learning, data-science, analytics



The Six Applications of AI

Task Automation

Macros, RPA, chatbots, object recognition

Content Generation

Images, video, text, music

Human Representation

Deepfakes, voice, personas

Insight Extraction

Machine learning, data-science, analytics



The Six Applications of AI

Task Automation

Macros, RPA, chatbots, object recognition

Content Generation

Images, video, text, music

Human Representation

Deepfakes, voice, personas

Insight Extraction

Machine learning, data-science, analytics

Complex Decisions

Optimisation, decision trees, expert systems



The Six Applications of AI

Task Automation

Macros, RPA, chatbots, object recognition

Content Generation

Images, video, text, music

Human Representation

Deepfakes, voice, personas

Insight Extraction

Machine learning, data-science, analytics

Complex Decisions

Optimisation, decision trees, expert systems



The Six Applications of AI

120

Task Automation

Macros, RPA, chatbots, object recognition

Content Generation

Images, video, text, music

Human Representation

Deepfakes, voice, personas

Insight Extraction

Machine learning, data-science, analytics

Complex Decisions

Optimisation, decision trees, expert systems



The Six Applications of AI

Task Automation

Macros, RPA, chatbots, object recognition

Human Representation

Deepfakes, voice, personas

Complex Decisions

Optimisation, decision trees, expert systems

Content Generation

Images, video, text, music

Insight Extraction

Machine learning, data-science, analytics



The Six Applications of AI

1,307,674,368,000

Task Automation

Macros, RPA, chatbots, object recognition

Content Generation

Images, video, text, music

Human Representation

Deepfakes, voice, personas

Insight Extraction

Machine learning, data-science, analytics

Complex Decisions

Optimisation, decision trees, expert systems



The Six Applications of AI

Task Automation

Macros, RPA, chatbots, object recognition

Content Generation

Images, video, text, music

Human Representation

Deepfakes, voice, personas

Insight Extraction

Machine learning, data-science, analytics

Complex Decisions

Optimisation, decision trees, expert systems



The Six Applications of AI

Task Automation

Macros, RPA, chatbots, object recognition

Content Generation

Images, video, text, music

Human Representation

Deepfakes, voice, personas

Insight Extraction

Machine learning, data-science, analytics

Complex Decisions

Optimisation, decision trees, expert systems

1220136825991110068701238785423046926253574
342803192842192413588385845373153881997605
496447502203281863013616477148203584163378
722078177200480785205159329285477907571939
330603772960859086270429174547882424912726
344305670173270769461062802310452644218878
789465754777149863494367781037644274033827
365397471386477878495438489595537537990423
241061271326984327745715546309977202781014
561081188373709531016356324432987029563896
628911658974769572087926928871281780070265
174507768410719624390394322536422605234945
850129918571501248706961568141625359056693
423813008856249246891564126775654481886506
593847951775360894005745238940335798476363
944905313062323749066445048824665075946735
862074637925184200459369692981022263971952
597190945217823331756934581508552332820762
820023402626907898342451712006207714640979
456116127629145951237229913340169552363850
942885592018727433795173014586357570828355
780158735432768888680120399882384702151467
605445407663535984174430480128938313896881
639487469658817504506926365338175055478128
6400000000000000000000000000000000000000
00
00

The Six Applications of AI

Task Automation

Macros, RPA, chatbots, object recognition

Content Generation

Images, video, text, music

Human Representation

Deepfakes, voice, personas

Insight Extraction

Machine learning, data-science, analytics

Complex Decisions

Optimisation, decision trees, expert systems

1220136825991110068701238785423046926253574
342803192842192413588385845373153881997605
496447502203281863013616477148203584163378
722078177200480785205159329285477907571939
330603772960859086270429174547882424912726
344305670173270769461062802310452644218878
789465754777149863494367781037644274033827
365397471386477878495438489595537537990423
241061271326984327745715546309977202781014
561081188373709531016356324432987029563896
628911658974769572087926928871281780070265
174507768410719624390394322536422605234945
850129918571501248706961568141625359056693
423813008856249246891564126775654481886506
593847951775360894005745238940335798476363
944905313062323749066445048824665075946735
862074637925184200459369692981022263971952
597190945217823331756934581508552332820762
820023402626907898342451712006207714640979
456116127629145951237229913340169552363850
942885592018727433795173014586357570828355
780158735432768888680120399882384702151467
605445407663535984174430480128938313896881
639487469658817504506926365338175055478128
6400
00
00

The Six Applications of AI

Task Automation

Macros, RPA, chatbots, object recognition

Content Generation

Images, video, text, music

Human Representation

Deepfakes, voice, personas

Insight Extraction

Machine learning, data-science, analytics

Complex Decisions

Optimisation, decision trees, expert systems

Human Augmentation

Exoskeletons, avatars, cybernetics



The Six Applications of AI

Task Automation

Macros, RPA, chatbots, object recognition

Content Generation

Images, video, text, music

Human Representation

Deepfakes, voice, personas

Insight Extraction

Machine learning, data-science, analytics

Complex Decisions

Optimisation, decision trees, expert systems

Human Augmentation

Exoskeletons, avatars, cybernetics

Security

Authentication
Accessibility
Privacy

Safety

Transparency
Explainability
Auditability

Governance

Responsibility
Accountability
Decision-making

Ethics

Intent
Objectives
Risks



Five Levels of Verification

L1 - dialogue-based to test for **knowledge**

L2 - dialogue and scenarios to test for **skills**

L3 - complex scenario to test for **expertise**

L4 - tests for **intelligence/plasticity**

L5 - tests for **consciousness**



Key blockers and enablers for AI adoption

Willing

- ✓ Solves a real pain or creates a gain
- ✓ Budget (build, licence, support, maintain)
- ✓ Stakeholders aligned (no obvious no's)
- ✓ Internal champion(s)
- ✓ Dedicate the right human resource

Able

- ✓ Built and scaled software
- ✓ Infrastructure 'ready'
- ✓ No competing/dependent projects
- ✓ No complexities around vendor renewals
- ✓ No supply-chain/procurement blockers



Red Flags

- 🚩 Never built, scaled and supported software
- 🚩 Requests budget to hire a GenAI team
- 🚩 Wait need to get our data in order
- 🚩 “Quick wins” and “low hanging fruit”

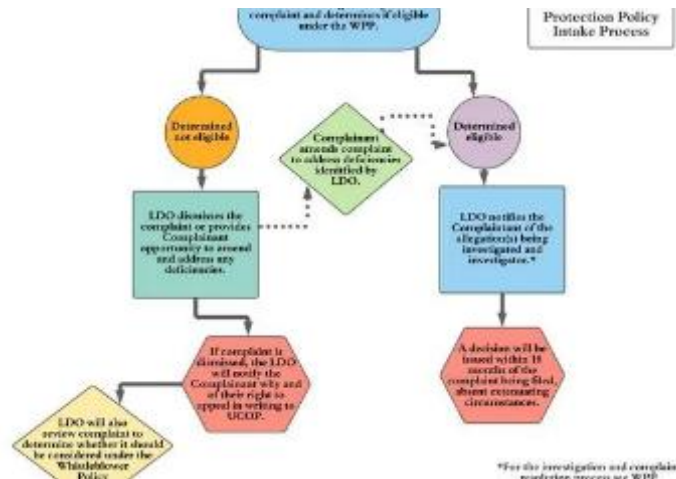


DIGITAL TWINS



BUSINESS MODEL

Processes and activities associated with the marketing, production and distribution of goods and services to customers.



OPERATING SYSTEM

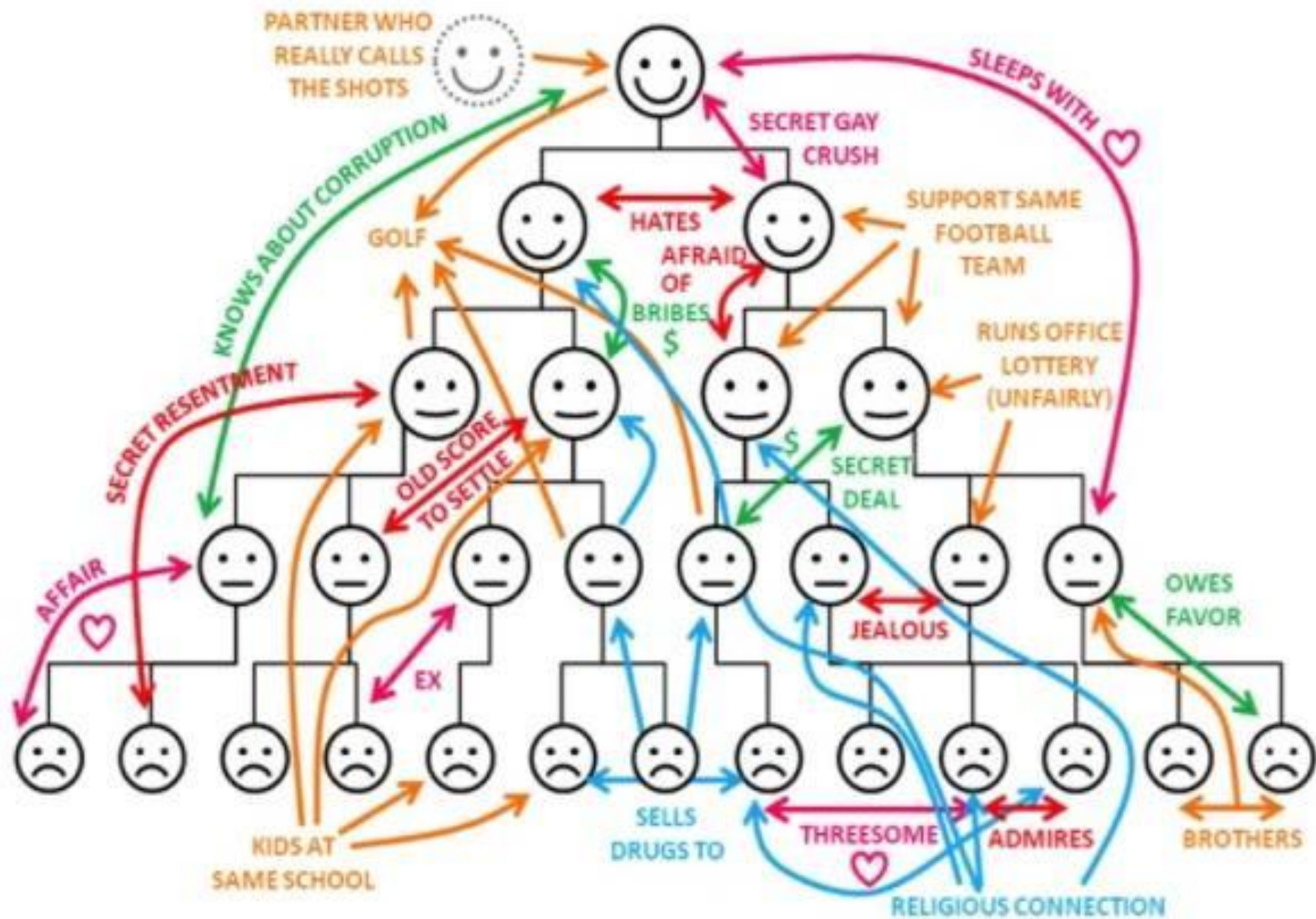
Standard back-office processes that range from expensing to onboard, hiring to technical support.



WORKFORCE

Attract, retain, activate and motivate people resources that work across the business.

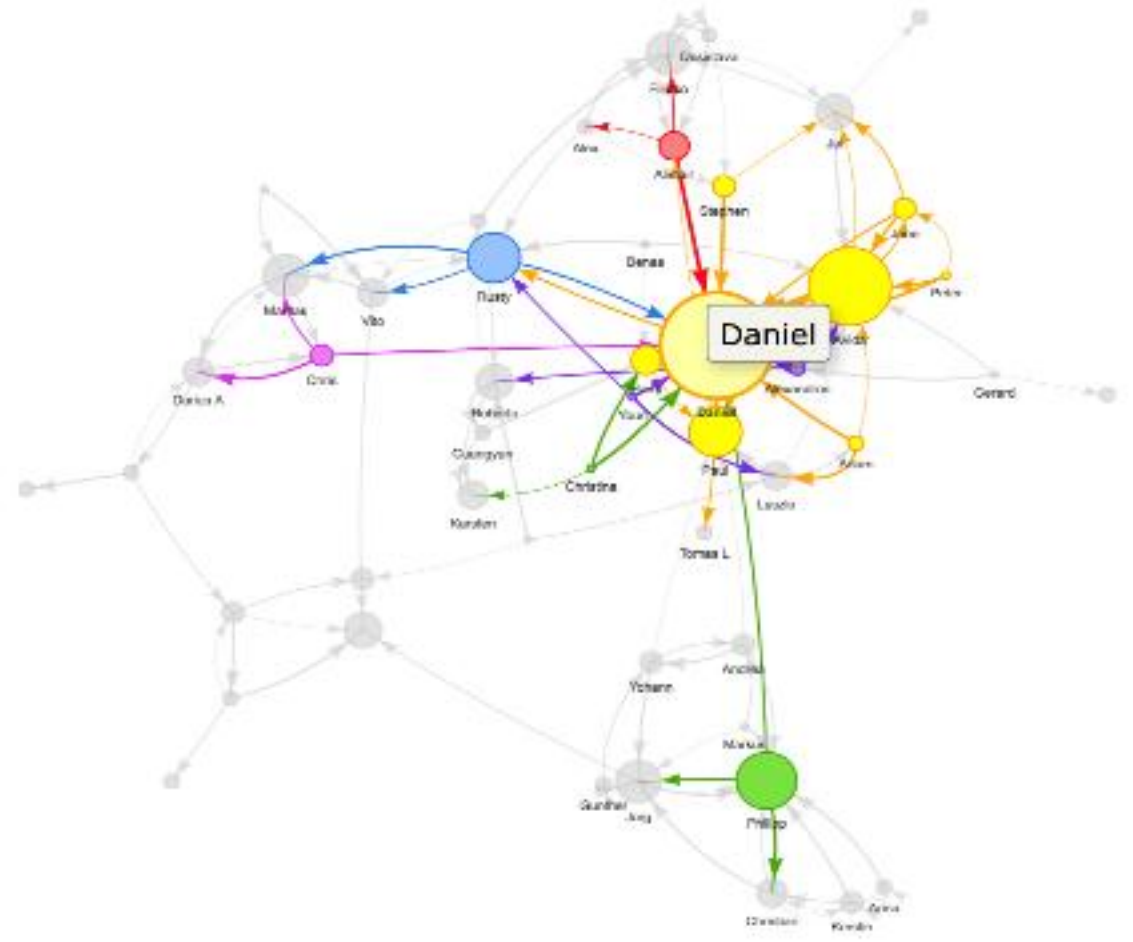
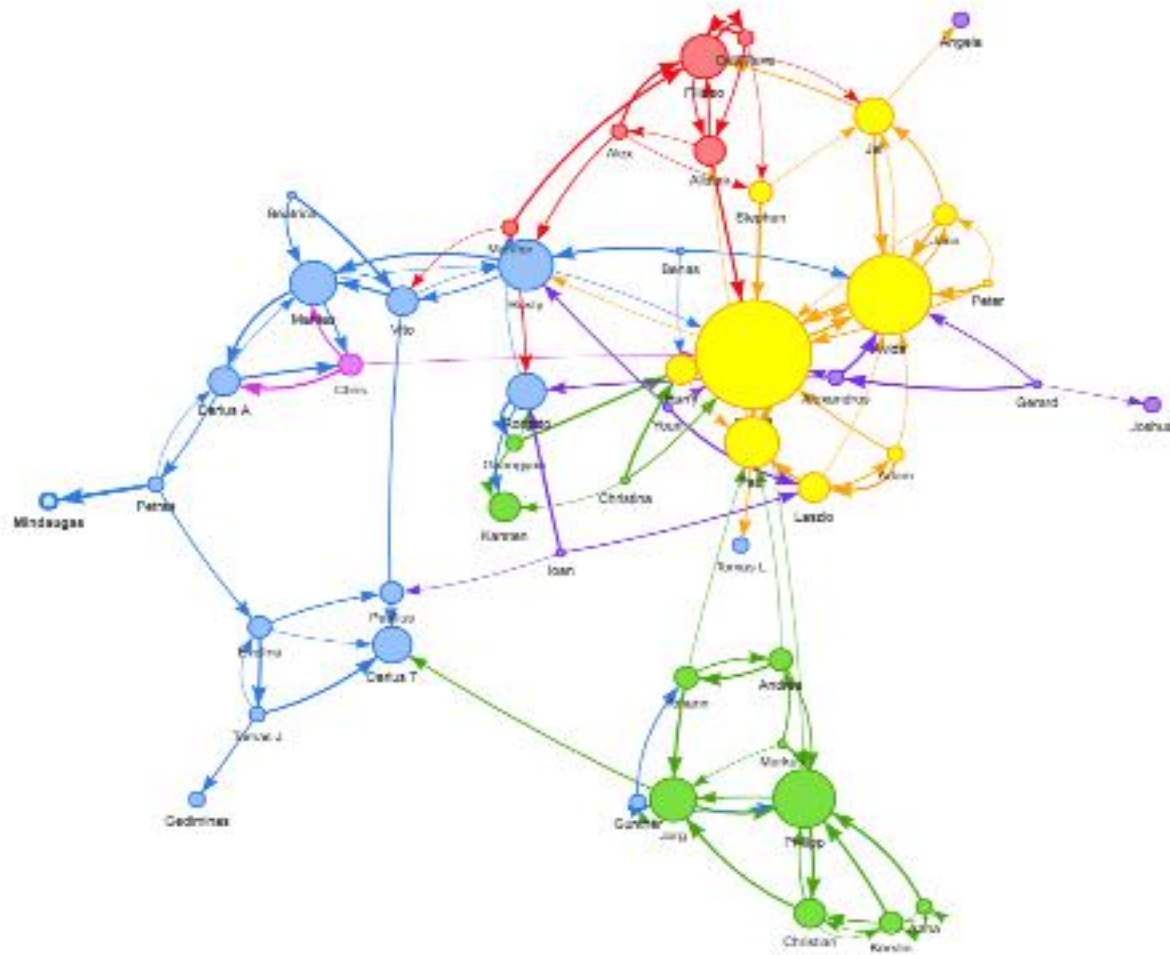




LEAN STARTUP



Organisational Network Analysis



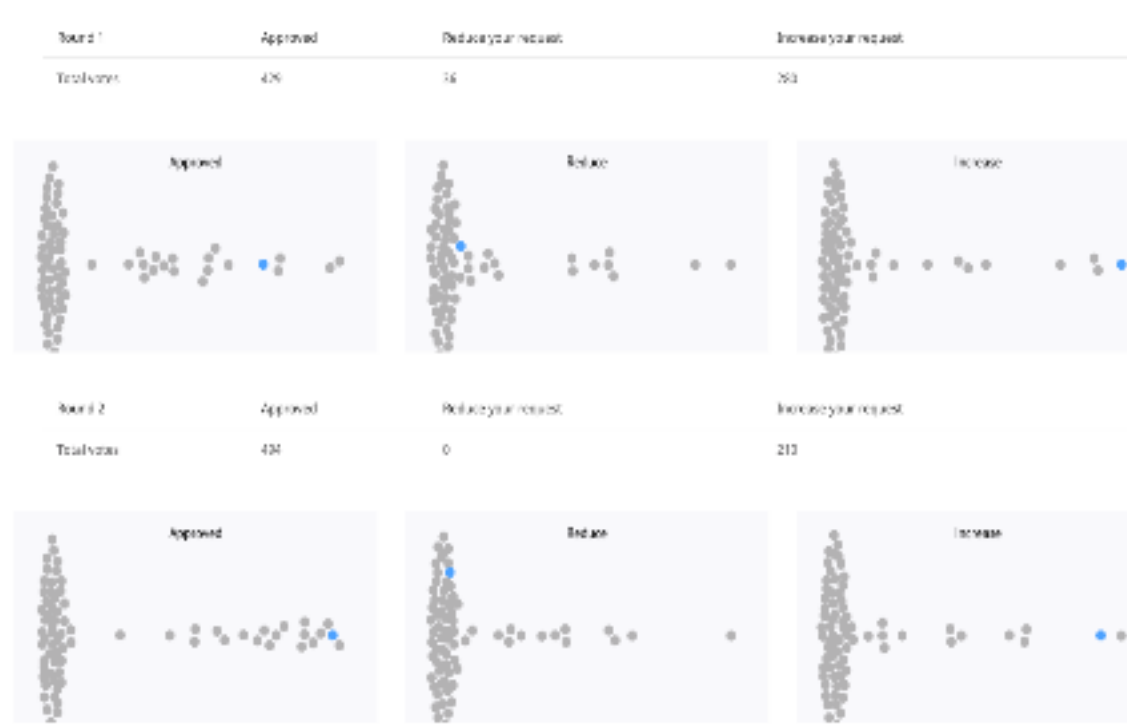


Swarm diagrams provide transparent data on activity across network tools.

Swarm diagrams show the significance of points and the weight of opinion compared to the suggestions received by others within the organisation.

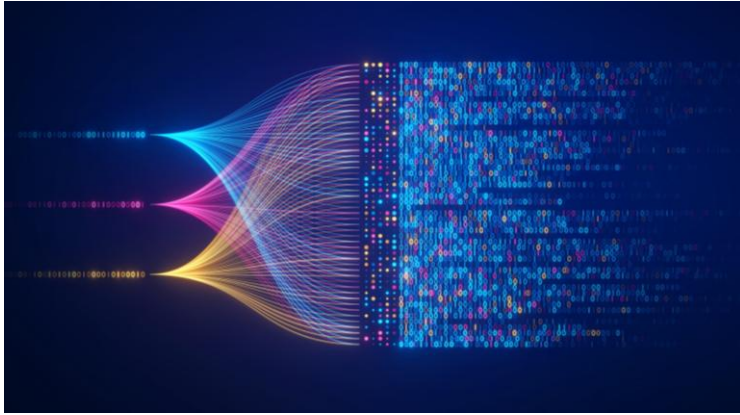


Interactive network diagrams show relationships and the flow of information from and to the worker.



Innovation and Differentiation in the Age of AI

“Creativity that ships” Steve Jobs



DATA



AI TALENT



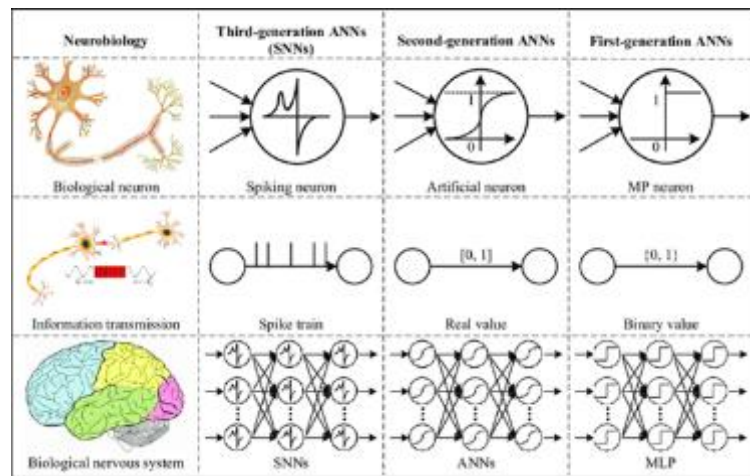
LEADERSHIP



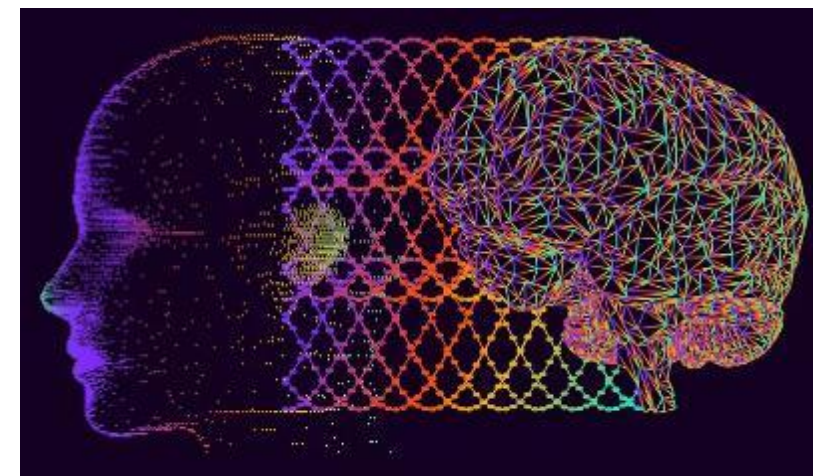
The next big thing in AI?



PHYSICAL AI



NEUROMORPHICS



NEUROSCIENCE

AI RISKS



MICRO RISKS

Deploying AI into production in a safe and responsible way.



MALICIOUS RISKS

Preventing bad-actors from disrupting business, states, and accumulating more power and wealth



MACRO RISKS

The societal impacts facing humanity over the next decade

“The nation that leads in AI will be the ruler of the world”



The Six AI Singularities

The PESTLE of Singularities



The Six AI Singularities

Political

When we no-longer know what is true

Environmental

Social

Technological

Legal

Economic



The Six AI Singularities

Political

When we no-longer know what is true

Social

Legal

Environmental

When we create uncontrollable ecological collapse

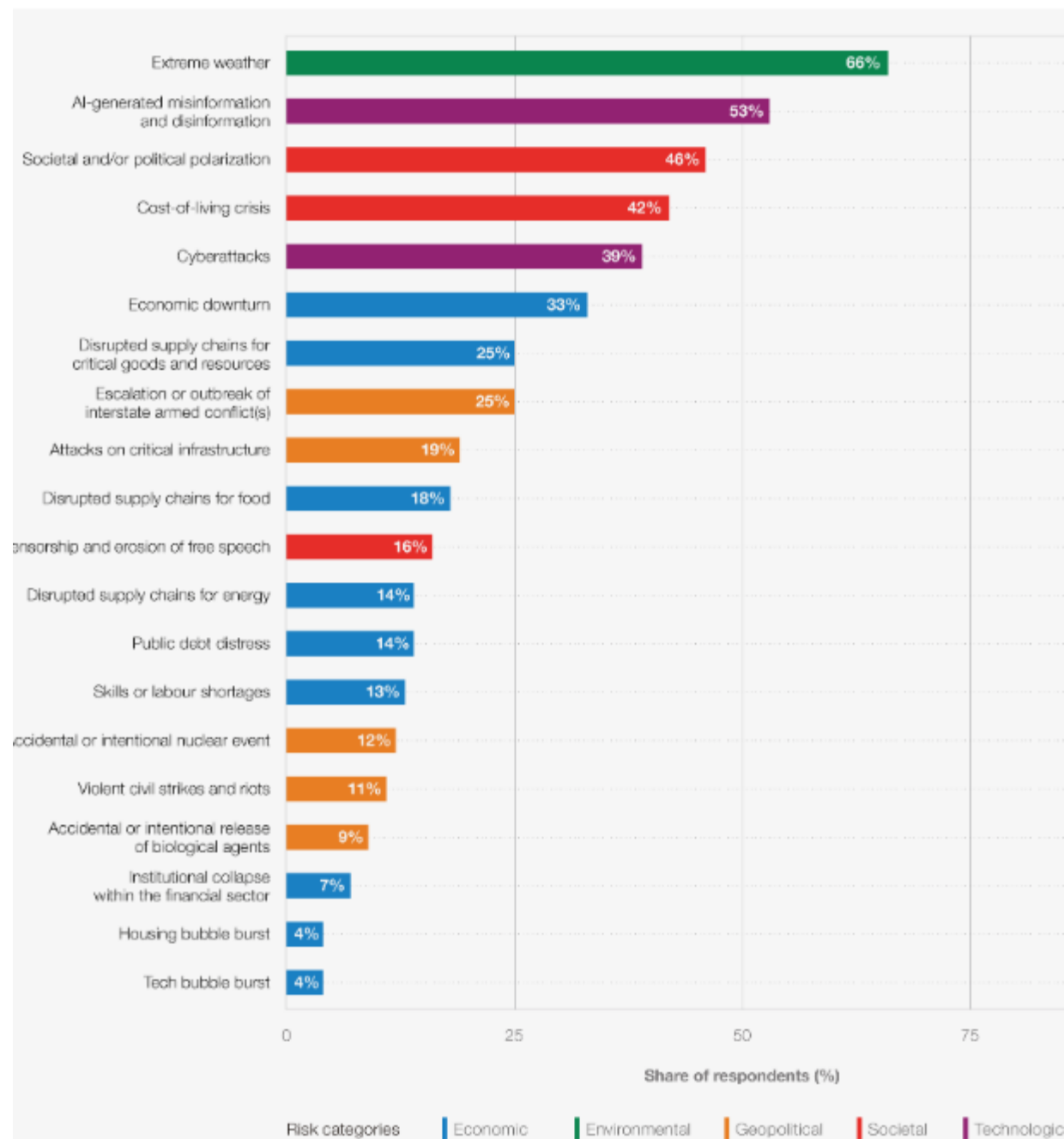
Technological

Economic

FIGURE 1.2

Current risk landscape

"Please select up to five risks that you believe are most likely to present a material crisis on a global scale in 2024."



The Six AI Singularities

Political

When we no-longer know what is true

Environmental

When we create uncontrollable ecological collapse

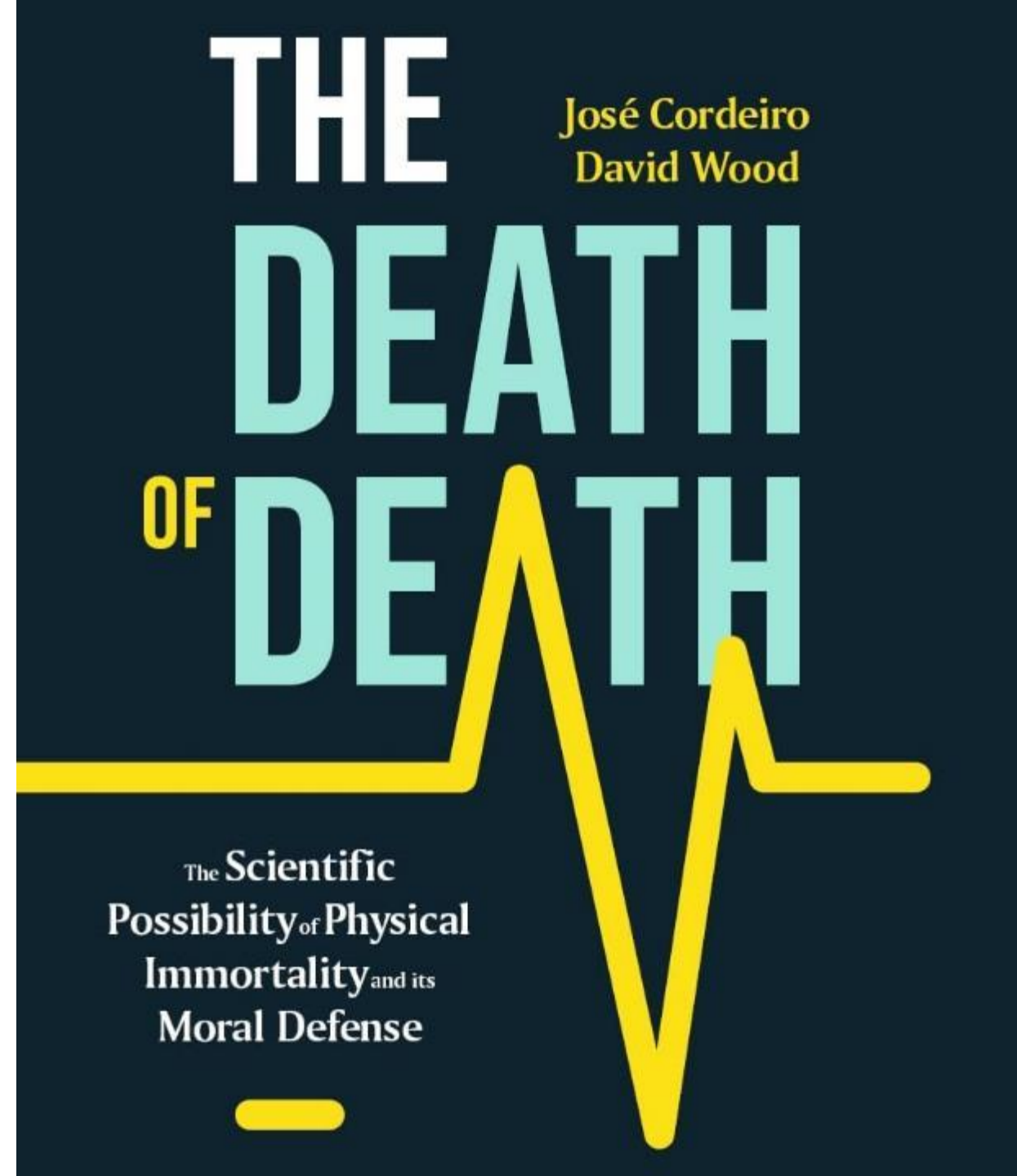
Social

When we cure death

Technological

Legal

Economic



The Six AI Singularities

Political

When we no-longer know what is true

Environmental

When we create uncontrollable ecological collapse

Social

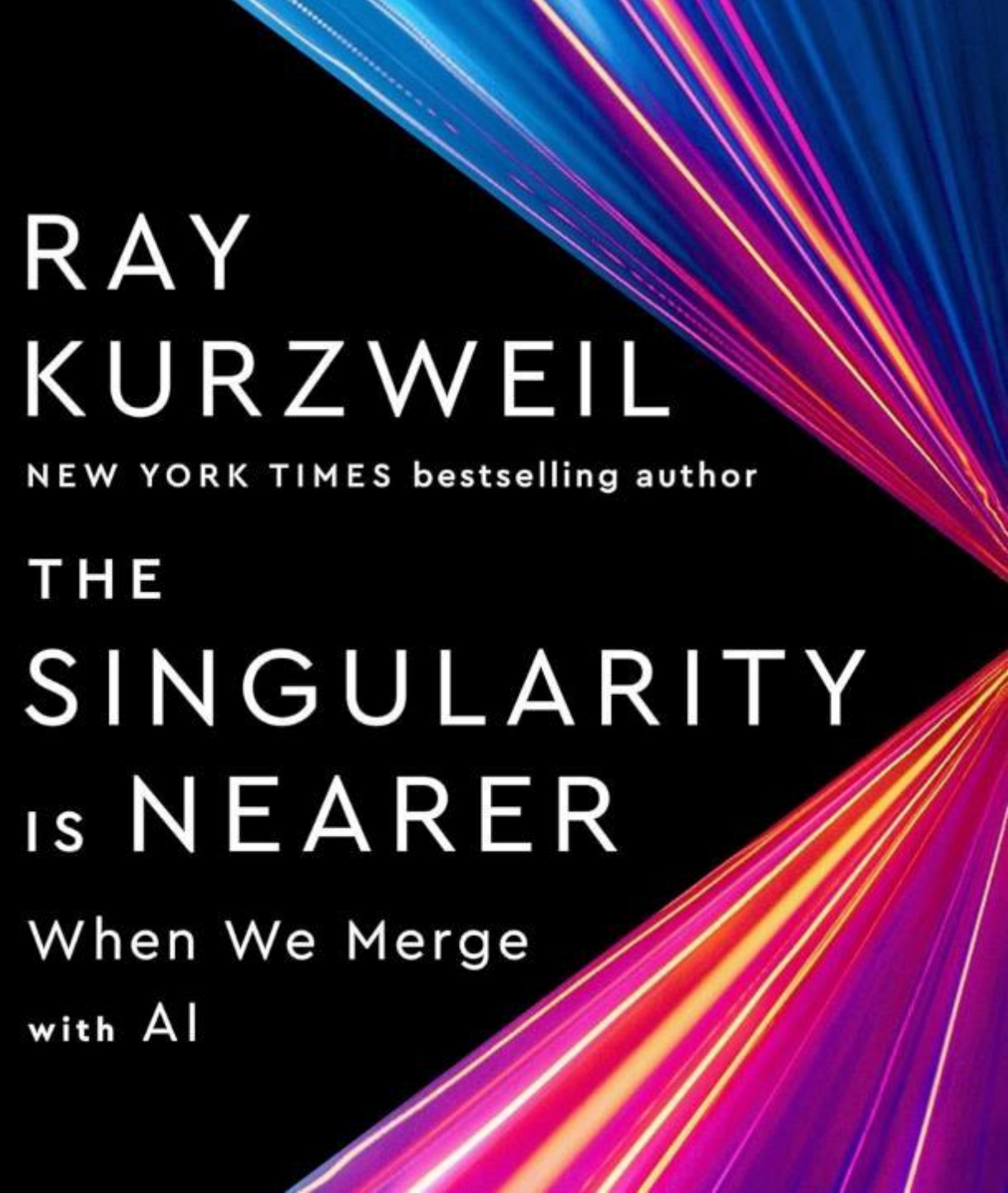
When we cure death

Technological

When we create a superintelligence

Legal

Economic

The book cover features a black background with vibrant, multi-colored streaks of light in shades of blue, purple, and orange radiating from the right side, creating a sense of dynamic energy and futurism.

RAY
KURZWEIL
NEW YORK TIMES bestselling author

THE
SINGULARITY
IS NEARER

When We Merge
with AI

Pioneering Safe,
Efficient AI.

**We are researching machine
consciousness**

Our aim is to deepen our understanding of consciousness, and pioneer safe,
efficient AI that builds a better future for humanity.

The Six AI Singularities

Political

When we no-longer know what is true

Environmental

When we create uncontrollable ecological collapse

Social

When we cure death

Technological

When we create a superintelligence

Legal

When surveillance becomes ubiquitous

Economic



The Six AI Singularities

Political

When we no-longer know what is true

Environmental

When we create uncontrollable ecological collapse

Social

When we cure death

Technological

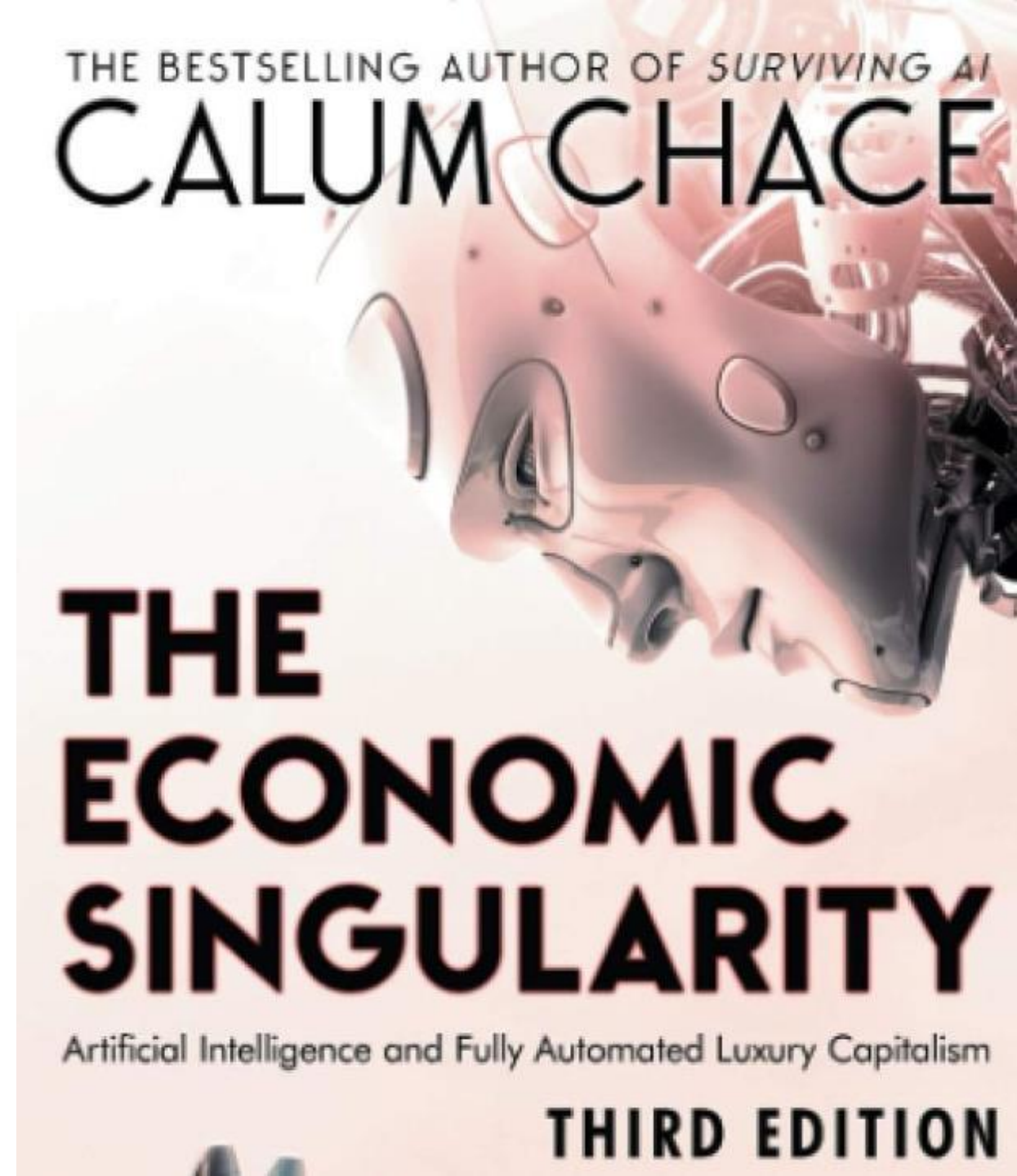
When we create a superintelligence

Legal

When surveillance becomes ubiquitous

Economic

When we automate the majority of paid labour





The acquisition of wealth is no longer the driving force in our lives. We work to better ourselves and the rest of humanity.

Captain Jean-Luc Picard

WPP's Purpose is to use the power of creativity to build better futures for our people, planet, clients and communities.

Satalia's Vision is a future where everyone is free to live beyond themselves.





Connect
with
Satalia



Thank you

Connect
with me on
LinkedIn



Closing

With Richard Nicholas

Ascensus
Browne
Jacobson

brownejacobson.com
linkedin.com/company/brownej

Join us for networking 6pm onwards

**Discover our services
and access useful
resources.**

Open your phone's camera and
scan this QR code:



Thank you

brownejacobson.com

+44 (0)370 270 6000

**Browne
Jacobson**

Browne Jacobson is the brand name under which Browne Jacobson LLP and Browne Jacobson Ireland LLP provide legal and other services to clients. The use of the name "Browne Jacobson" and words or phrases such as "firm" is for convenience only and does not imply that such entities are in partnership together or accept responsibility for acts or omissions of each other. Legal responsibility for the provision of services to clients is defined in engagement terms entered into between clients and the relevant Browne Jacobson entity. Unless the explicit agreement of both Browne Jacobson LLP and Browne Jacobson Ireland LLP has been obtained, neither Browne Jacobson entity is responsible for the acts or omissions of, nor has any authority to obligate or otherwise bind, the other entity.