# Reed Smith urges businesses to prioritise AI governance as regulation tightens



In the fast-evolving world of artificial intelligence, companies must urgently adapt to shifting legal and regulatory frameworks, according to Andreas Splittgerber, co-leader of Reed Smith’s AI group. In the latest instalment of the firm’s Emerging Technologies video series, Splittgerber emphasised that staying ahead of emerging rules is no longer optional, it's essential.

He stressed the need for robust internal governance and ethical oversight to manage legal risks effectively. His remarks form part of Reed Smith’s broader initiative to help businesses navigate the complexities of AI regulation with confidence and clarity.

Reed Smith has been advising clients on AI for over a decade, offering sector-specific, multi-jurisdictional legal guidance. The firm’s work spans key issues such as generative AI, deepfakes, synthetic media and data protection, areas of increasing legal concern.

In May 2024, the firm launched its Emerging Technologies practice, bringing together over 200 lawyers to advise across AI, fintech, cybersecurity and data governance. The team aims to guide clients through the legal and strategic challenges of adopting new technologies while maintaining compliance and ethical standards.

This focus continued with a February 2025 webinar spotlighting hot topics in AI law, including US state-level shifts, EU AI Act compliance timelines and privacy concerns around generative content. The session outlined key compliance deadlines for 2025 and 2026 and encouraged businesses to take concrete legal steps now to prepare for future regulatory enforcement.

Reed Smith’s AI thought leadership includes podcasts and insights examining the broader theme of responsible governance from both EU and US perspectives. These sessions aim to help organisations anticipate challenges, protect user data and build legal frameworks that support innovation without compromising accountability.

To support clearer understanding, the firm has also released an AI glossary, helping legal and business professionals navigate technical terminology and improve strategic decision-making.

Reed Smith is also turning its lens inward—exploring how law firms themselves are integrating AI tools into legal practice while confronting the ethical questions such technology raises. This dual focus of advising clients and modernising internally positions the firm as a leading voice in shaping the legal future of AI.

Together, these efforts underscore a positive trajectory for AI governance in the UK and beyond. By building agile, well-informed strategies, businesses can responsibly harness AI’s potential, staying competitive in an increasingly regulated digital landscape.

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## Bibliography

1. <https://www.technologylawdispatch.com/2025/07/artificial-intelligence/introducing-our-emerging-technologies-video-series-navigating-the-future-of-ai-law/> - Please view link - unable to able to access data
2. <https://www.reedsmith.com/en/news/2024/05/reed-smith-announces-emerging-technologies-practice> - In May 2024, Reed Smith announced the launch of its Emerging Technologies practice, a multi-disciplinary group designed to assist businesses in navigating the legal complexities associated with adopting new technologies. The practice encompasses over 200 lawyers from various disciplines, focusing on areas such as artificial intelligence, fintech, cybersecurity, and data governance. This initiative aims to provide comprehensive legal and strategic counsel to clients at the forefront of innovation, ensuring they can harness the potential of emerging technologies while managing associated risks effectively.
3. <https://www.reedsmith.com/en/capabilities/services/emerging-technologies/artificial-intelligence> - Reed Smith has been advising technology companies and software developers on machine learning, artificial intelligence (AI), and AI-based products for more than a decade. The firm guides clients through the complex web of legal and ethical issues arising from developing and training AI models. Reed Smith has been at the forefront of the rapid emergence of generative AI, addressing challenges such as deepfakes, the status of synthetic content, and how to protect and manage personal data. The firm offers high-quality, sector-specific, and practical legal advice on a multi-jurisdictional basis, empowering clients to harness the full potential of AI while navigating the evolving legal landscape with confidence and integrity.
4. <https://www.reedsmith.com/en/events/2025/02/ai-hot-topics-for-2025> - In February 2025, Reed Smith hosted a webinar titled 'AI Hot Topics for 2025', focusing on the evolving legal and regulatory landscape of artificial intelligence. The session covered topics such as the US legal and regulatory landscape on federal and state levels, data protection aspects in connection with training and use of generative AI, priorities from EU competition enforcers, and the EU AI Act, including dates and deadlines in 2025, code of practice, and preparations needed for 2026. The webinar aimed to provide practical steps to minimize risks associated with the latest developments in AI.
5. <https://reedsmithtech.podbean.com/e/navigating-ai-governance-insights-from-the-eu-and-us/> - In this episode of 'Tech Law Talks', Reed Smith emerging tech lawyers Andy Splittgerber in Munich and Cynthia O'Donoghue in London join entertainment & media lawyer Monique Bhargava in Chicago to delve into the complexities of AI governance. They explore common themes, potential pitfalls, and strategies for responsible AI deployment, discussing how companies can navigate emerging regulations, protect user data, and ensure ethical AI practices. The conversation provides insights into AI governance from both EU and US perspectives.
6. <https://reedsmithtech.podbean.com/e/decoding-ai-a-legal-perspective/> - In this episode of 'AI explained', Reed Smith introduces its new Glossary of AI Terms with guests Richard Robbins, director of applied artificial intelligence, and Marcin Krieger, records and e-discovery lawyer. The glossary aims to demystify AI jargon, helping professionals build their intuition and ask informed questions. The episode explains how a well-crafted glossary can serve as a quick reference to understand complex AI terms, facilitating more effective communication and decision-making in the field of AI law.
7. <https://reedsmithtech.podbean.com/e/ai-explained-ai-and-law-firms/> - In this episode of 'AI explained', Reed Smith discusses the role of law firms in the evolving landscape of artificial intelligence. The conversation focuses on how law firms are adapting to the challenges and opportunities presented by AI, including the integration of AI into legal practices, the development of AI-related legal frameworks, and the ethical considerations involved. The episode provides insights into the intersection of AI and the legal profession, highlighting the importance of law firms in navigating the complexities of AI technology.