What does the EU AI Act mean for a small business that uses artificial intelligence?

For: Paušalni obrt · Obrtnici · j.d.o.o. · d.o.o. · Platformski rad preko vlastitog obrta · Privatni iznajmljivač · Platformski radnik kod poslodavca

Verified by an official source · Reviewed: 2026-11-19

Applicability: 2 February 2025 and 2 August 2026 · other deadlines depend on the system category

First, establish the role and purpose of the system. From 2 February 2025, the AI literacy requirement for system providers and users in business operations and bans on certain practices apply. From 2 August 2026, the transparency rules in Article 50 have been applied.

Specific next steps

1. List the tools, their purposes and the people who use them. Organise AI training according to their roles.
2. For AI conversations with users, ensure the provider provides clear notification of the AI interaction, unless it is obvious.
3. For AI in recruitment or a regulated product, check the classification and the current official deadline.

Limits of application

Digital Omnibus has amended some deadlines for high-risk systems. When applying, please check the amended text and the specific exceptions to Article 50.

Sources

European Commission · AI Act and amendments

https://digital-strategy.ec.europa.eu/en/policies/regulatory-framework-ai

AI Act Service Desk · dates of application

https://ai-act-service-desk.ec.europa.eu/en/ai-act/eu-ai-act-implementation-timeline

Original page

https://adriatrends.hr/poslovni-vodic/en/pitanja/eu-ai-act-mali-poduzetnici