

AI BALTICS · WEBINAR #1

AI Laws in the Baltics

What Changes on 2 August 2026

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11 May 2026 · 12:00 EEST · Live on YouTube

Who you're listening to

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Based in Riga, Latvia.

Not a lawyer. Not a consultant.

A practitioner who reads the source material so you don't have to.

AI Baltics

Making AI practical

English-language AI community for Estonia, Latvia & Lithuania.

Blog, webinars, practical content, regulatory tracking.

What we'll cover in 45 minutes

01

Why 2 August 2026 matters

The deadline most Baltic businesses haven't heard of

02

The EU AI Act — the spine

Timeline, risk categories, who it affects

03

Three countries, three approaches

Latvia · Estonia · Lithuania, compared honestly

04

What this means for you

Concrete action items by role

05

Q&A + Claude Pro giveaway

Your questions, and one lucky attendee wins 6 months of Pro

THE DEADLINE

2 August 2026

~12 weeks away

€35M

maximum fine per violation

7%

of global annual turnover (whichever higher)

Art. 50

transparency — labelling AI content

Three layers of regulation apply

EU AI Act

Directly applicable

Regulation 2024/1689. No national transposition needed. Same rules in all EU members.

National laws

Country-specific

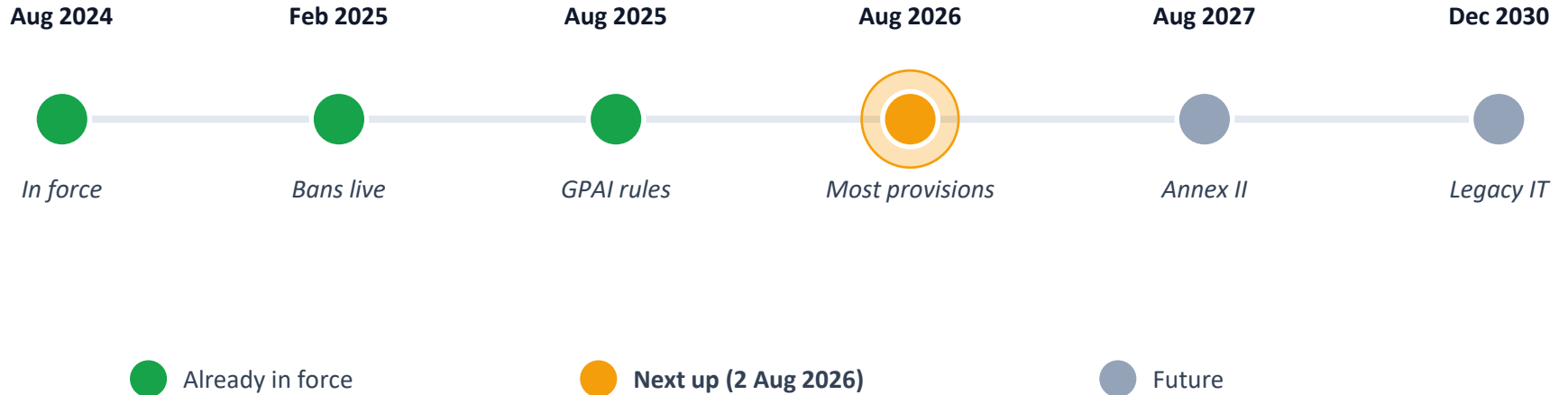
Latvia has the most; Estonia and Lithuania supplement the EU Act with targeted sectoral rules.

GDPR

Always in scope

Any AI processing personal data is already subject to GDPR — regardless of the AI Act.

EU AI Act — Phased rollout



Four risk categories

Unacceptable

BANNED

Social scoring, manipulative AI, biometric scraping, emotion recognition at work/school.

High risk

STRICT REQUIREMENTS

Critical infrastructure, education, employment, law enforcement, healthcare, justice.

Limited risk

TRANSPARENCY ONLY

Chatbots, AI-generated content — disclosure required.

Minimal risk

NO REQUIREMENTS

Spam filters, recommenders, AI in video games.

What you can't do today



Social scoring of individuals by public authorities



AI that manipulates behaviour using subliminal techniques



Untargeted scraping of facial images from the internet or CCTV



Emotion recognition in workplaces and schools



Predictive policing based on profiling alone



Biometric categorisation inferring race, politics, or sexual orientation

LATVIA

Most active legislator in the Baltics

Five laws you need to know about



AI Centre Law

2025

Foundation under VARAM. Coordinates AI, runs sandbox.



Criminal Law Art. 90.1

2024

Election deepfakes criminalised. Up to 5 years prison.



Financial Market AI Act

2025

Sector-specific AI rules for financial services.



Pre-election Agitation Law

2024

Mandatory AI disclosure in political advertising.



AI Sandbox (Cabinet Reg.)

Jan 2026

Operational. Companies can apply for regulatory testing.

5 years prison

for creating or sharing an election deepfake in Latvia

In force since	22 May 2024
Scope	Deepfake video, audio, or image about candidates / parties during election period
Additional offence	Automated systems used to prevent participation in elections
Other penalties	Probation supervision, community service, or temporary imprisonment

ESTONIA

Light-touch rules, heavy investment

No standalone AI law — by design

Kratt Action Plan 2024-2026

Named after the Estonian folklore creature that works for its master.

- Public sector AI transformation
- SME adoption programmes
- Estonian NLP investment
- AI Leap (TI-Hüpe) in schools
- Data & AI White Paper 2030

€85M

earmarked for AI 2024–2026

Largest per-capita AI investment in the Baltics

LITHUANIA

First to designate EU AI Act authorities

Best EU AI Act readiness

NOTIFYING AUTHORITY

Innovation Agency

Handles conformity assessment for high-risk AI systems.
Runs the national AI sandbox.

MARKET SURVEILLANCE

Communications Regulatory Authority (RRT)

Monitors AI on the market. Can investigate, enforce corrective action, initiate recalls, impose penalties.

Only AI Factory in the Baltics — operational by 2027

Cybersecurity · personalised medicine · industrial automation · energy · transport

Three countries, three strategies

	LATVIA	ESTONIA	LITHUANIA
Standalone AI law	Yes — AI Centre Law (2025)	No	No
Deepfake criminal law	Yes — up to 5 years	No specific law	No specific law
National AI funding	Via AI Centre + EU funds	€85M (2024–26)	€7.5M+ for SMEs
EU AI Act authorities	17 agencies (distributed)	Partial — existing agencies	Fully designated
AI education	University level	Secondary schools (AI Leap)	No dedicated programme
Unique strength	Only dedicated AI law	Biggest per-capita spend	Only Baltic AI Factory

What this means for you



If you BUILD AI

Check whether your system falls under Annex III (high-risk). If yes, start on conformity assessment, human oversight procedures, and risk documentation now.



If you USE AI

Plan the transparency changes. Any customer-facing chatbot or AI-generated content needs a disclosure by 2 August 2026. GDPR still applies to the personal data you process.



If you ADVISE clients

Audit their exposure. Start with use cases in HR, lending, healthcare, education, law enforcement — these are the ones most likely to be flagged as high-risk.

Do these before 2 August 2026



Inventory every AI system you deploy — internal and customer-facing.



Classify each one against the EU AI Act risk tiers (banned / high / limited / minimal).



For high-risk systems: start the conformity assessment conversation today.



For any customer-facing AI: add clear disclosure labels ahead of August.



Check sector-specific rules — especially if you're in finance (Latvia) or elections.



Subscribe to updates — regulations evolve, and August is not the last deadline.

Q&A

Drop your questions in the YouTube chat



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6-month Claude Pro subscription

Drawn live among all registered attendees.

Stay on the stream until the end.

Thank you.

Three things before you go

1

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