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AI: the view from a lawyer

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Your Speaker



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Rupam specialises in commercial, technology & data licensing work for businesses which are leaders in their fields. His client base is split equally between suppliers of technology services and customers who require expert advice on mission-critical projects.

He has a particular focus on complex projects in sectors which are being transformed by technology and is recognised as an expert in the fields of Artificial Intelligence, Data Licensing and AdTech.

Introduction

- ❓ AI is powering transformation across all industries & sectors: Online publishers are not unique in this regard!
- ❓ Three main ways AI impacts your business as a Publisher:
 1. Should you be creating your own AI tools in-house?
 2. Should you be procuring third party AI tools to power your own products / help with internal efficiencies?
 3. Should you be licensing your Content to AI providers to boost your bottom line?



Legal overview: Regulation of AI

UK Position

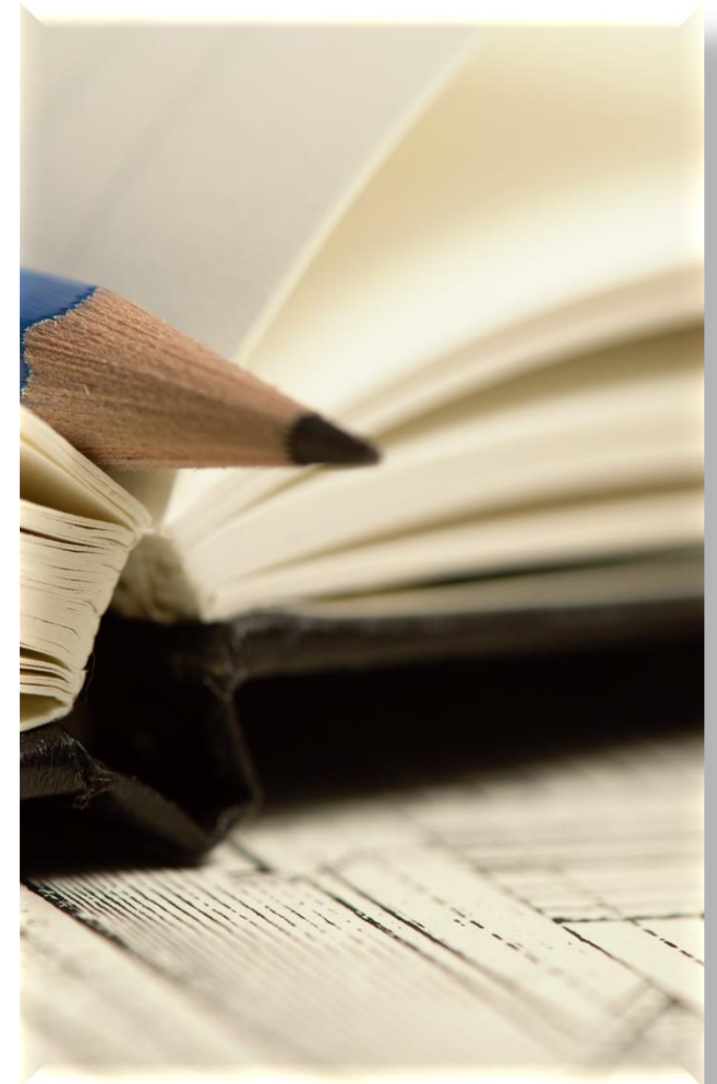
- No single law regulates the use of AI yet
- UK currently “principles based” but moving to new legislation (2026?)

EU Position

- EU AI Act 2024
- Some prohibited activities
- Different Risk Categories + Different Roles = Different Obligations

Other jurisdictions

- Various emerging laws



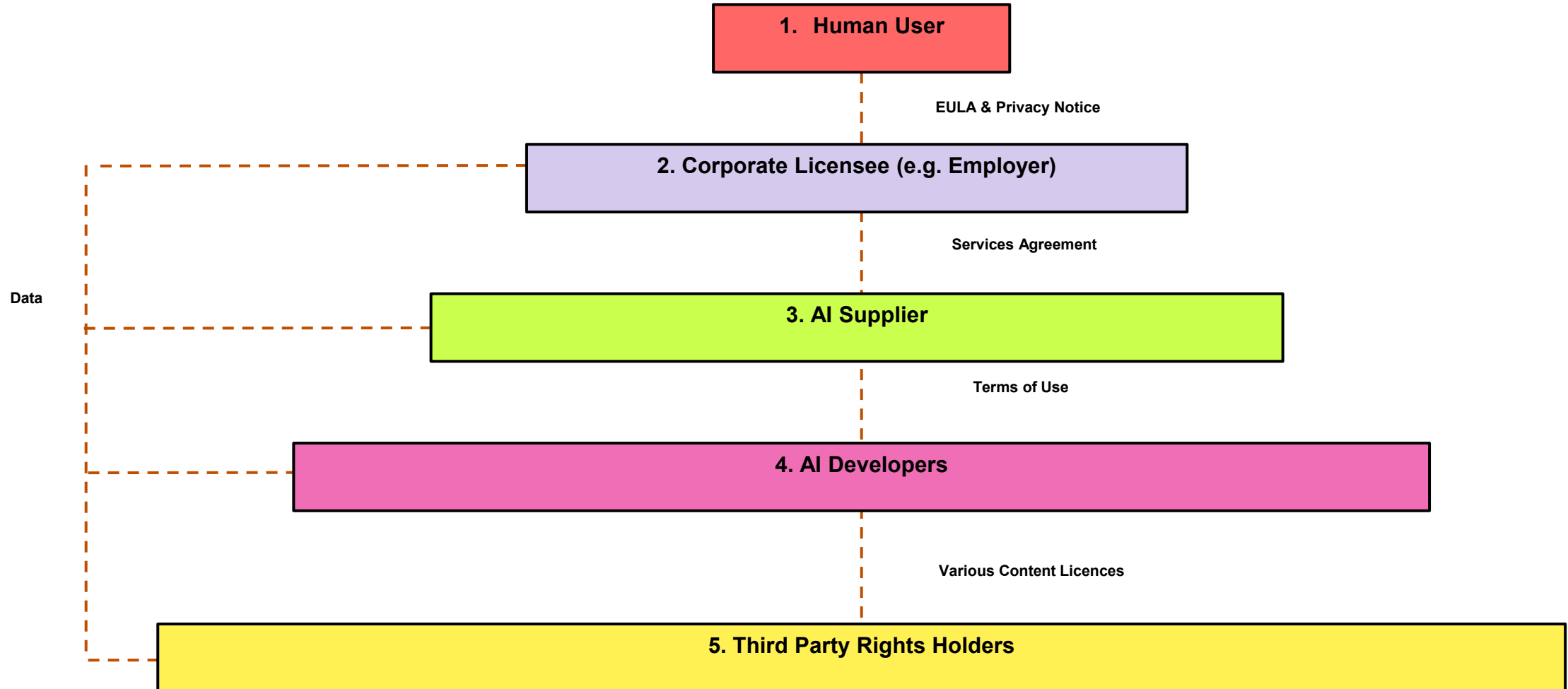


Overview: Rights in Online Content

Primarily involve intellectual property rights, e.g.:

- Database right
- Copyright
- Confidentiality and trade secrets
- These rights protect various aspects of content and its use.
- Conventionally you need a licence to commercially use someone's IPR.
- Website Terms of Use are important.
- Evolving Law: *Getty Images v Stability AI*

A Lawyer's View



Some Observations

- For general deployment, governance is key.
- For content licensing:
 - ‘Content’ vs ‘Data’: there’s an important distinction.
 - How many deals are public vs how many are private?
 - Scope of Licence:
 - “Permitted Use”
 - Raw Data vs Derived Data
 - How do we determine value/royalties/fees?
 - Chain of title. How confident is every publisher that it has all the necessary rights?

Q & A

If you would like to speak to a member of the team, please get in touch at:

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