

Digital Horizons

A series of reports exploring CEE's digital future

**Stress-test: is your business' digital strategy
future-ready?**

Stress-test: DMA and DSA



.....
Have you taken all necessary steps to comply with obligations and prohibitions outlined by the EU's Digital Services package?

.....
Is your team aware of the impact of the Digital Services Act affecting your company's online advertising? Did you think about changes to your current advertising policies?

.....
Will increased enforcement against dark patterns lead to significant changes in your platform design?

.....
In response to the Digital Markets Act, how do you anticipate increasing innovation and the quality of your online services?



Stress-test: data centres in focus



Is your strategic planning sufficient to meet your data centre needs?

In developing your data centres, are you getting the best value in terms of energy and labour costs?

How important are operational and cost efficiencies in your strategic planning as regards data centres?

In deciding on the location of your data centres, how important is access to highly skilled labour?

Are you aware of the favourable tax regimes and other investment incentives in some CEE countries?



Stress-test: is your business' digital strategy future-ready?



Does the growth in your IT investment create a fast-enough route to digitalisation?

Is your strategic planning sufficient to meet your digital transformation needs?

In developing your digital footprint, are you taking sufficient account of the risks?

As AI increases in your operations, have you put plans in place around mitigating potential legal liability?

Are you keeping up to date with new regulations that affect your digital activities?



Digital infrastructure in focus



Ensure that future projects comply with regulatory requirements: engage with regulators and seek legal assistance.

Collaborating with competitors? Regulatory compliance plus solid project documentation are a must.

Follow regulatory changes, practice network sharing, carry out self-assessment, and mitigate potential risks.

Adopt clear policies, teach regulatory/legal requirements, and implement reporting procedures.

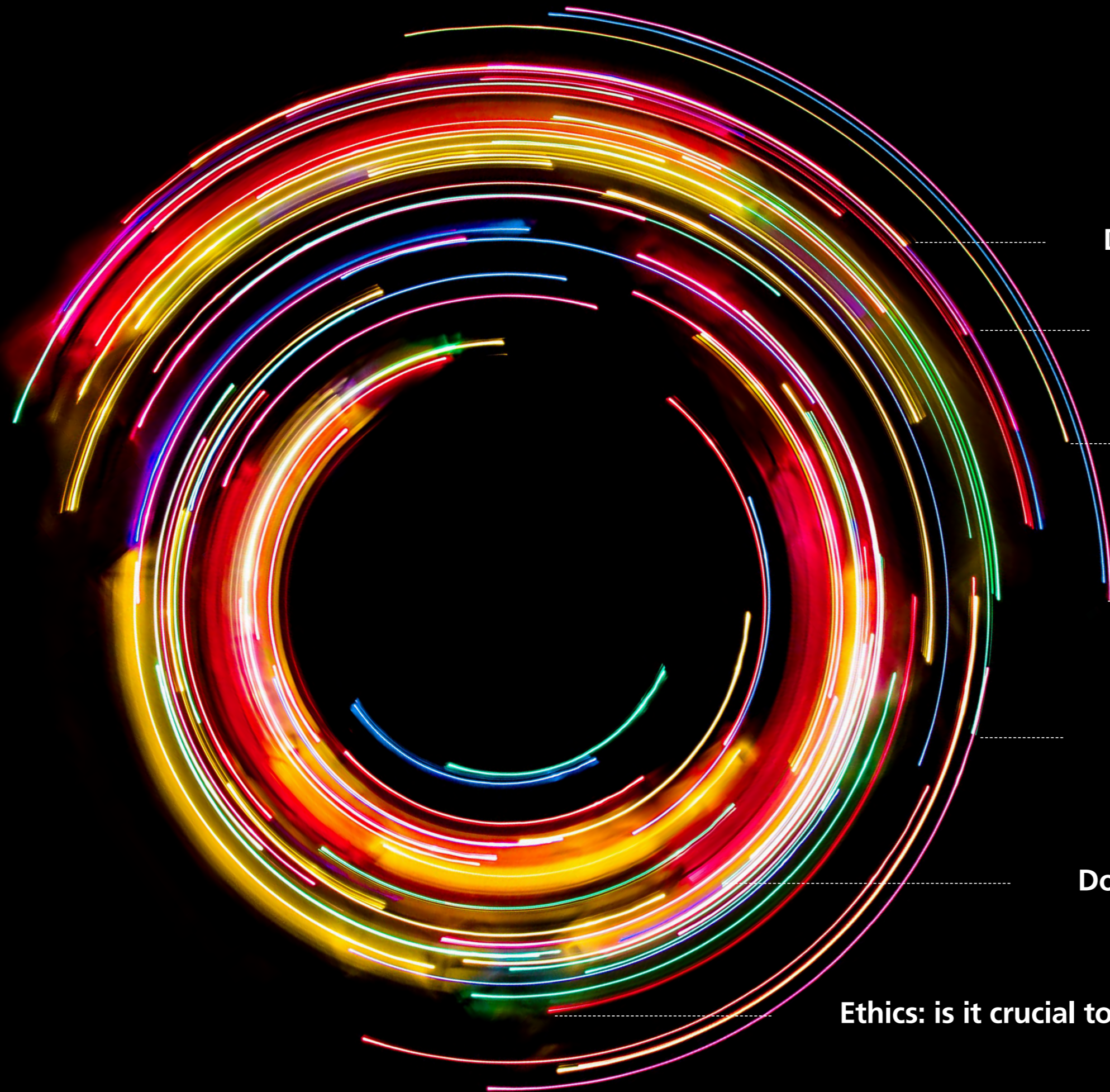
Disaster recovery: make contingency plans for data breaches, cyberattacks & infrastructure malfunctions. Follow rules and protocols.



Data in focus



AI in focus



Do your contractual liability clauses cover AI usage?

Have you done a due diligence of data used by AI systems?

Can AI algorithms ensure data processing avoids competition law risks?

Is AI protected against cyber risks and who bears liability for an incident?

Does AI create any IP? Do you have a legal solution for that?

Does your professional liability insurance cover AI usage?

Ethics: is it crucial to use AI technology in a project?



Smart technology in focus

Have you reviewed your Business Continuity and Disaster Plans – are there AI or smart technology related issues and processes?

Does your Incident Management Plan include AI/smart technology incidents, events?

Do you have policies, principles and processes for AI-driven decision making?

Do you plan an impact and risk assessment on AI/smart technologies and legal/ ethical issues?

Have you checked your liability insurance: does it cover the use/provision of AI/smart technology?

Have you reviewed other policies – do they cover AI liability issues and contain processes for avoiding biases?

Have you checked your products/solutions that use AI or smart technologies: are they patentable/copyrightable? Do you have a policy to ensure their patentability?

Do your contracts affect AI and smart technologies cover liability issues?



Talk through your digital strategy with us

If you would like to consult on or stress-test your business' digital strategy with your local CMS experts, please do get in touch with us.

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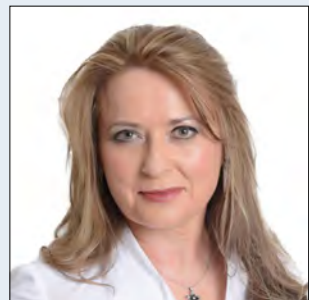
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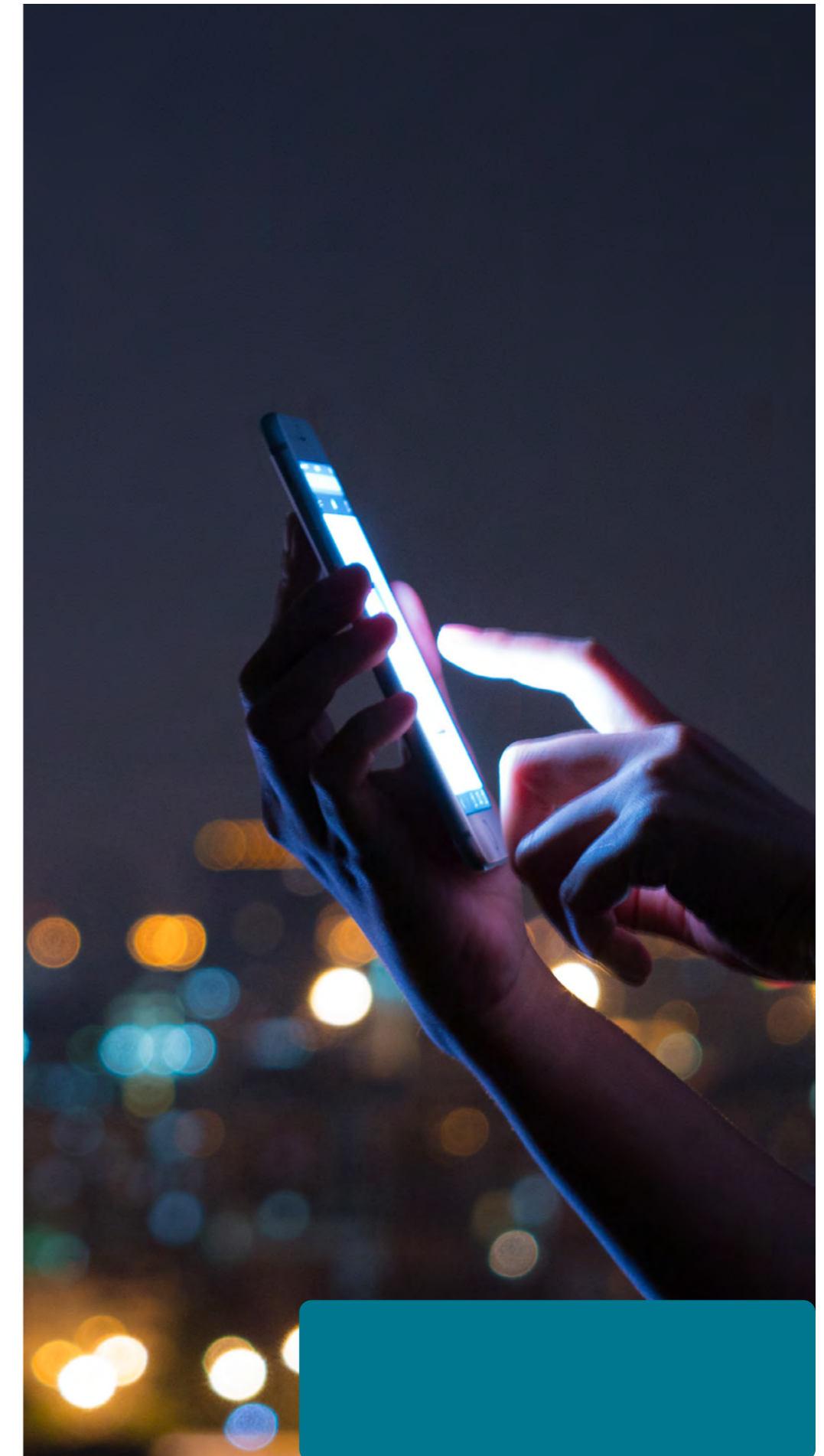
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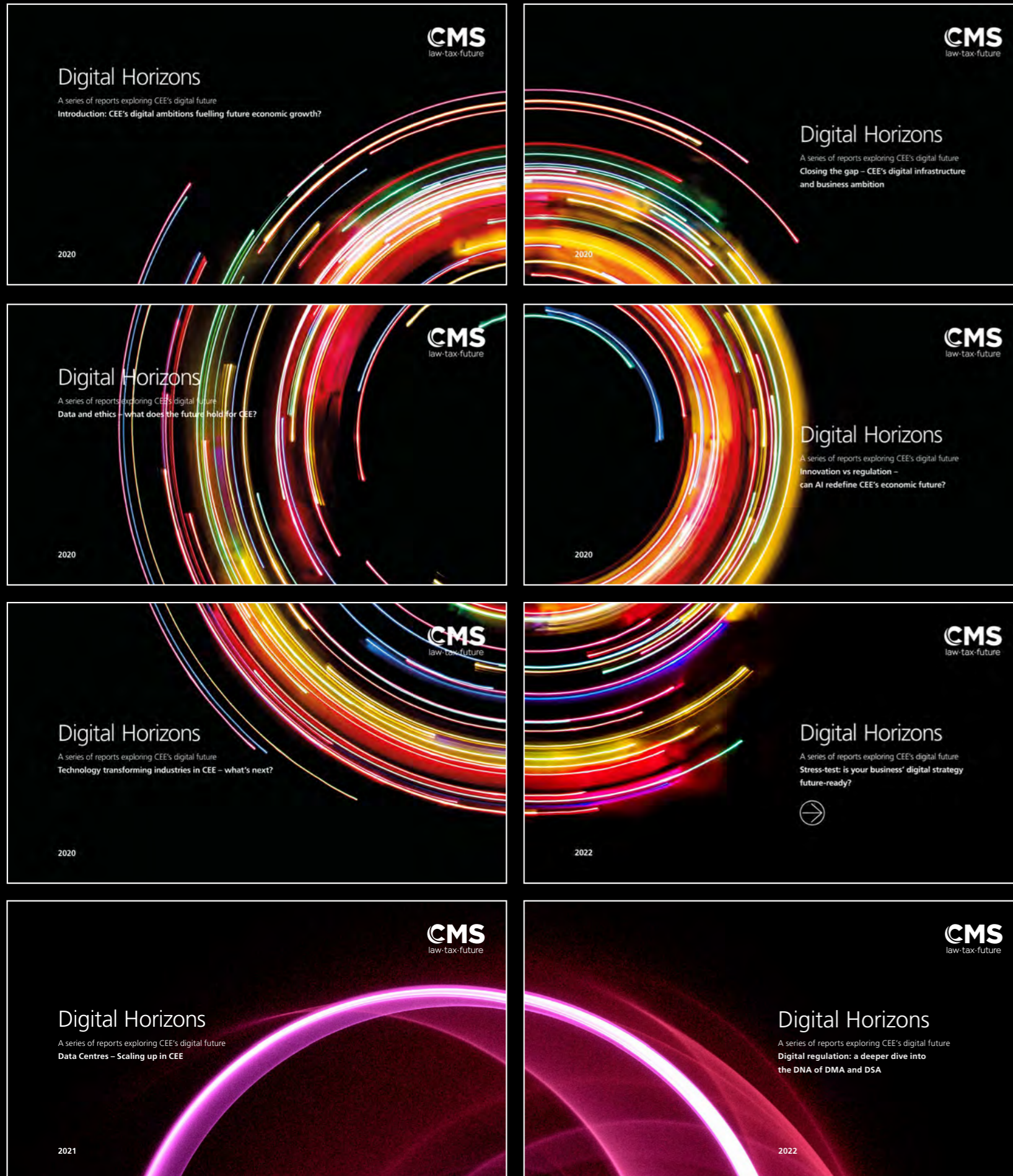


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Read the rest of the Digital Horizons series [here](#):

Introduction: CEE's digital ambitions fuelling future economic growth?

Closing the gap – CEE's digital infrastructure and business ambition

Data and ethics – what does the future hold for CEE?

Innovation vs regulation – can AI redefine CEE's economic future?

Technology transforming industries in CEE – what's next?

Stress-test: is your business' digital strategy future-ready?

Data Centres – Scaling up in CEE

Digital regulation: a deeper dive into the DNA of DMA and DSA



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