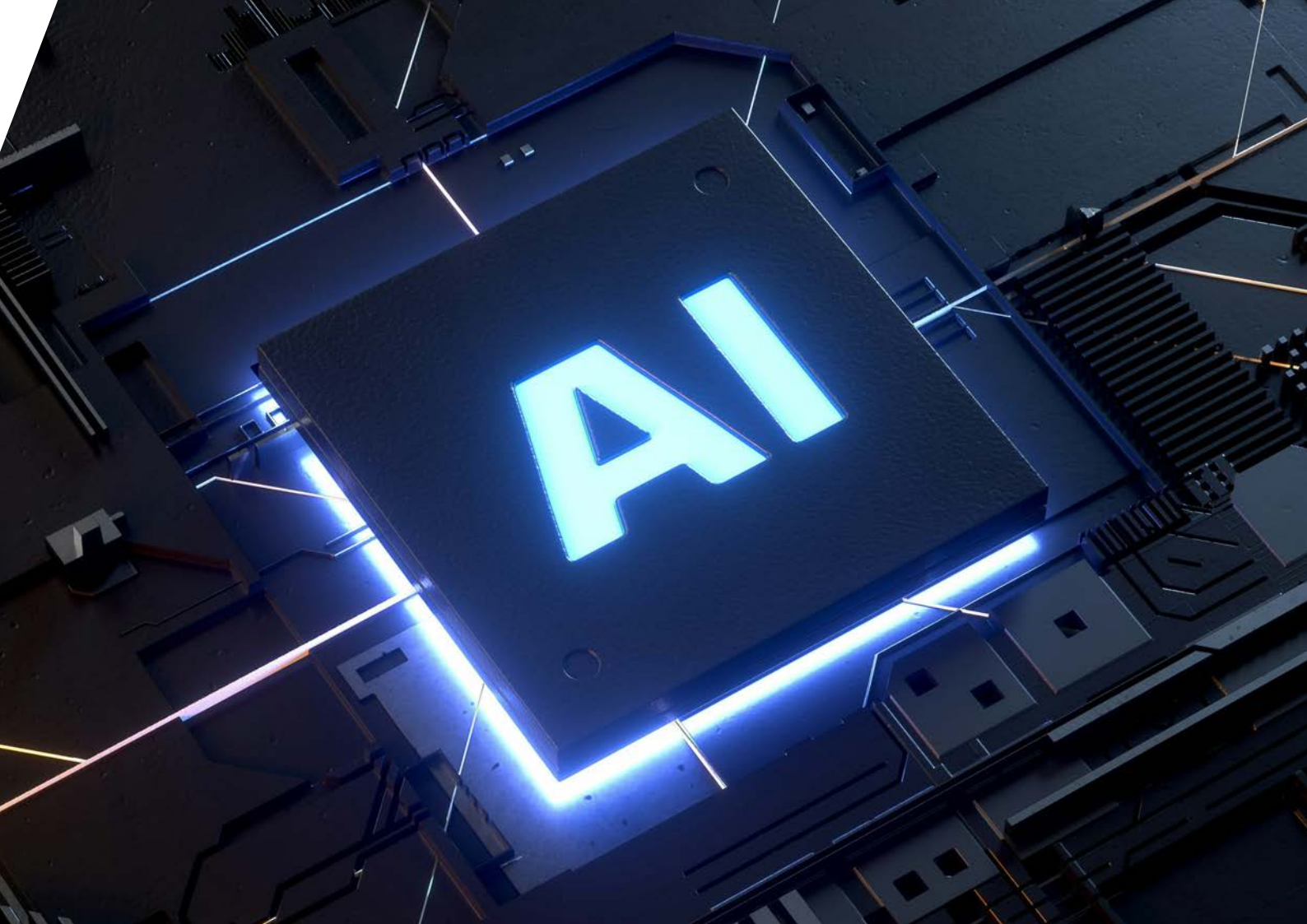


FCA AI Sprint

29 - 30 January 2025





"AI has the potential to revolutionise financial services, and whilst we are just starting to see AI's benefits emerge, we are clear that those benefits do not come without risks.

We believe that collaboration is key to the development and deployment of AI in the best interests of consumers and the market as a whole.

This Sprint brings together the brightest minds to focus on how we can further enable the safe and responsible adoption of AI in financial services."

Jessica Rusu, Chief Data, Information & Intelligence Officer at the FCA

AI has long been a driving force in financial services, and we've been supporting innovation in this space for years. As we launch our **AI Lab**, including this AI Sprint, we want to build on this experience to support safe and responsible AI development while helping firms explore new opportunities that benefit consumers and markets.

The AI Lab will help to guide regulators, innovators, and industry leaders through the complexities of using AI across the UK's financial services sector. With this initiative, we are not simply observing from a distance; we are actively engaging with firms to explore how AI can enhance financial services while safeguarding consumers and markets.

The AI Lab introduces a suite of initiatives, including:

- AI Spotlight
- AI Sprint
- AI Input Zone
- Supercharged Sandbox

Each of these activities work together to present a unique opportunity to share your insights and expertise, and collaborate with others, to help deepen our collective understanding of AI in financial services and inform the FCA's regulatory approach. Additionally, the AI Lab will work to help firms fast-track their AI plans and solutions.

The AI Sprint will focus on the strategic, regulatory, and practical implications of AI. Together, we will explore what the critical components for regulatory support on AI may need to be now and in the future.

Contents

- 5** Event and participation details
- 6** What is an AI Sprint
- 7** The FCA's role in AI
- 8** Sprint focus areas
- 11** Building the teams
- 13** The spirit of the event
- 14** Next steps
- 15** Privacy and consent for the AI Sprint

Event and participation details

When and where

29 - 30 January 2025 at the FCA's London Office
12 Endeavour Square, London, E20 1JN.

Please note: Participants are expected to attend both days of the Sprint in-person.

What

We are hosting a two-day, in-person AI Sprint to help inform our regulatory approach to the use of AI in financial services.

- In Phase 1 we will be thinking about how AI will accelerate and impact financial services over the next 5 years, including key use cases that are likely to have emerged or developed and conditions that would help us to enable safe and responsible AI adoption.
- This will set up further detailed discussions in Phase 2 about our regulatory framework and whether changes could be made to enable the opportunities for beneficial innovation to flourish while mitigating the risks.

How to apply

[Apply here](#)

The deadline for applications is midnight on Monday 9 December. We expect to confirm and announce participants of the AI Sprint by the end of December 2024.

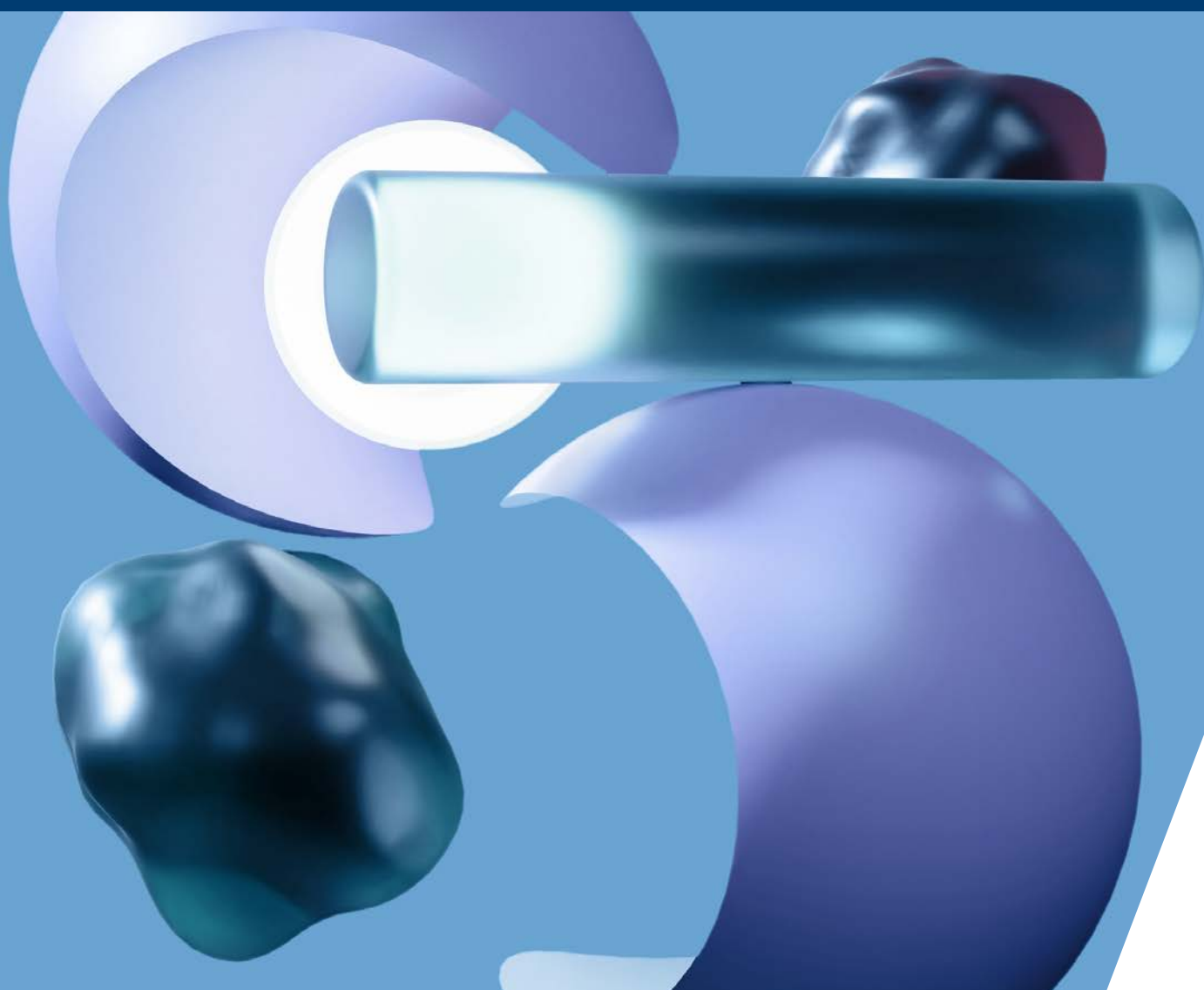
We encourage Sprint participants to contribute to the other components of the [AI Lab](#) - for example by participating or observing the AI Spotlight, or by providing feedback via the AI Input Zone - but this is not required in order to attend the Sprint.

What is an AI Sprint

This AI Sprint is an in-person event focused on sharing practical insights between the FCA and our external stakeholders, to deepen our collective understanding of how the AI landscape is evolving and help inform the FCA's regulatory approach.

Bringing together industry, academics, regulators, technologists, and consumer representatives, as a Sprint participant, you will be able to share your expertise and collaborate with others. We will explore the strategic, regulatory, and practical implications of AI. This includes whether - and, if so, how - the FCA's regulatory frameworks may need to evolve to support firms to safely and responsibly adopt AI and encourage beneficial innovation within UK financial services.

We will also use practical examples and feedback gathered from the AI Spotlight solutions to ensure the FCA's regulatory discussions are grounded in the current real-world applications of AI.



The FCA's role in AI

We know the FCA is an important enabler of beneficial and responsible innovation. We want to enable a safe and responsible environment for the use of AI in UK financial markets, in a way that benefits consumers and the market, and supports growth and competitiveness of the sector and of the wider economy.

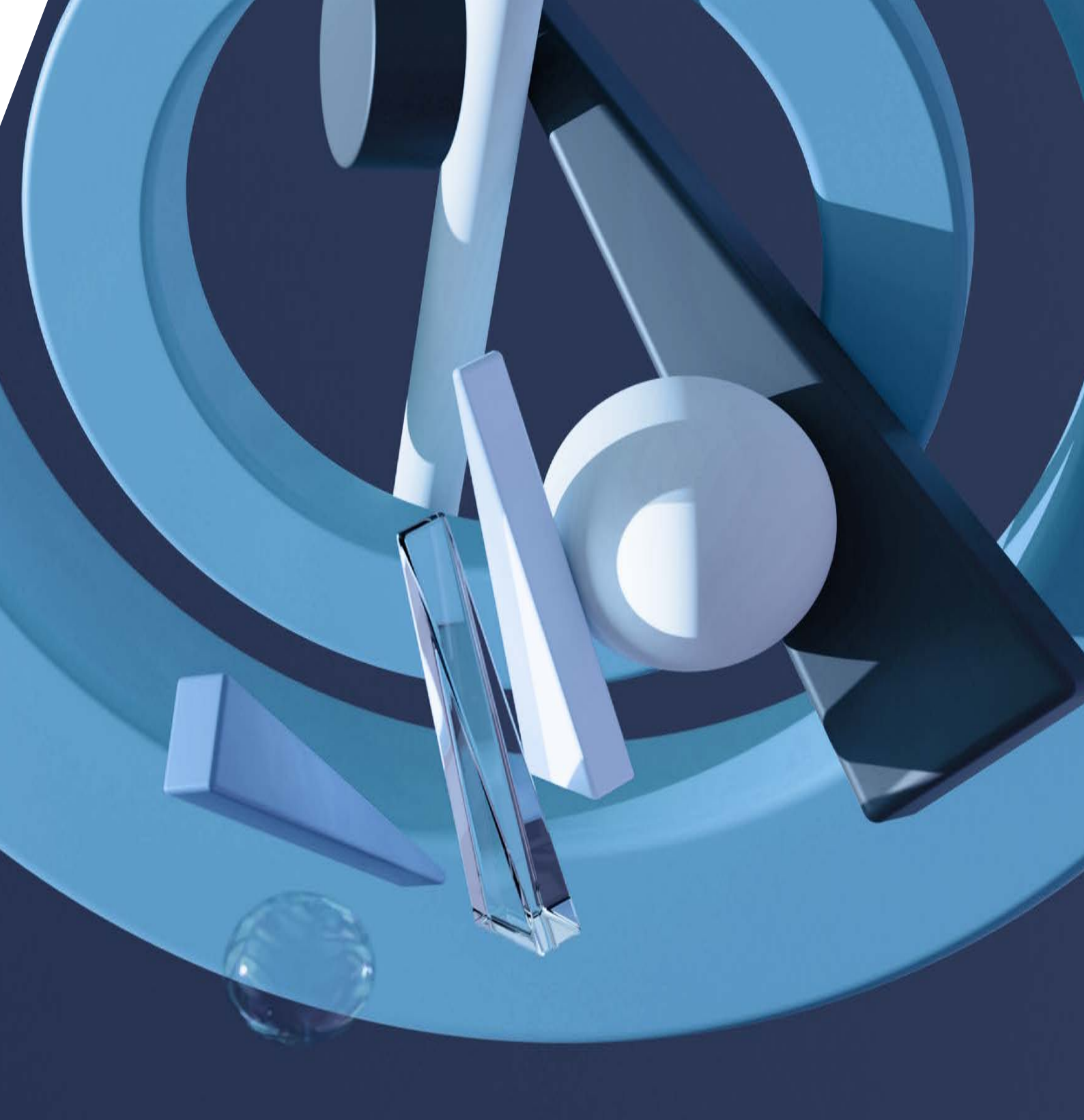
We have been monitoring AI for many years and our approach is rooted in the latest evidence and expertise. Through FCA innovation services, we have supported around 200 firms with a focus on machine learning, natural language processing and generative AI. Many have also leveraged our synthetic datasets offering for testing purposes.

In April 2024, we published an [AI Update](#) setting out our approach to AI. This Update explains how many of the risks associated with how financial services firms use AI can be mitigated within the FCA's existing principles-based and outcomes-focused regulatory frameworks, such as the Consumer Duty and Senior Managers & Certification Regime.

But we recognise this is a fast-moving area and we are keen to ensure our approach continues to be effective.

The AI Lab - a new, specific AI focus to our Innovation Services - will support us to do this. It brings together a wide range of different stakeholders to collaborate and provide practical insights that will deepen our understanding of how AI is being used in UK financial markets.

These insights will feed into our future Policy and Innovation work, including considering where regulatory changes may be appropriate to mitigate the risks of AI and enable beneficial innovation, and identifying possible areas for the Supercharged Sandbox to focus on in future.



Sprint focus areas

This Sprint will be centred around two main phases to explore.

Phase 1: The next five years

Imagine the next five years. The UK financial services industry is transforming driven by the successful deployment and integration of AI technologies. Safe and responsible AI is supporting both consumers and markets seamlessly in everyday life. The UK has also emerged as a global leader in AI-powered financial sector innovation, with the reputation of smartly managing the risks.

You need to tell the story of these five years and map out the UK's journey to get here successfully.

For example, we plan to discuss what safe and responsible AI in financial markets will look like and how it differs from where we are today. In doing so, we will explore emerging use cases and their potential impact, with a particular focus on consumer empowerment, market competitiveness and technology governance. As a part of this phase, we will also consider current use cases and how they are likely to evolve.

This will help to give us a practical picture of where we want to get to and how AI usage may change.

Phase 2: Regulatory regime

Now we have a picture of what the next five years could look like, we will test the hypothesis: Does regulation need to evolve to enable safe and responsible AI adoption and beneficial innovation within UK financial services? If so, how?

To do this, we will split participants into smaller teams focusing on three broad themes, which we feel are crucial to ensuring that everyone - incumbents, new entrants, consumers etc - benefits from AI and that it leads to growth and further innovation:

- Robust processes within firms
- Good outcomes for consumers
- Effective competitive markets

Each group will then discuss more detailed topics and problem statements under each theme, using examples and use cases to ensure feedback is specific and actionable. We will provide more details to accepted participants closer to the Sprint but, for example, key focus areas are likely to include:

- Is there more that could be done to ensure clarity of accountability for and assurance of AI, including where models are outsourced or developed by third parties?
- Is there more that could be done to ensure fairness and avoid bias from AI?
- Is there more that could be done to facilitate the competitiveness of UK financial services in developing and deploying AI?

We will also leave space to discuss any other themes, topics and use cases raised in Phase 1 that would be helpful to explore in more detail.

When applying, please select your first and second preference of the above Phase 2 themes via the registration form. We will aim to put everyone in a group in line with their stated preference, but we may need to move participants onto other themes to ensure teams are balanced.

Building the teams

To work through these topics and problem statements, we will put participants into teams. The teams will require a balanced mix of participants to encourage breadth and depth in the discussions. Throughout the AI Sprint, we encourage and expect your own personalities to shine within your teams. Diversity and variety of ideas and thoughts will bring out positive outcomes.

To encourage this diversity and variety of ideas, we are keen that participants are drawn from a mixture of different industry and consumer experts who can dedicate their time over the 2-day event. Below is a list of the type of experts we are keen to see applying to participate in this Sprint. Please note that this list is not exhaustive, and the event is not limited to the below:

- AI specialists and technologists (including those from financial firms, FinTechs, and technology companies)
- Representatives from regulated financial institutions (from a range of sectors)
- Academics and researchers
- Compliance specialists and practitioners
- Professional advisers (including accountants, law firms, consultants and financial advisers)
- Trade bodies and consumer groups
- Representatives from government and other regulators

In the Sprint, participants will be asked to take on different roles to support collaborative discussions amongst your teams. You can express interest in which role you would like to take on in your application, but it may be that you need to take on a different role on the day to ensure balanced teams. The roles are:

- **Visionaries** - Thinkers who generate transformative ideas by thinking big, exploring future scenarios and pushing the boundaries of what's possible.
- **Optimisers** - Strategic guides who balance ambition with practical execution.
- **Technologists** - Technical experts who ground the discussions in practical technological possibilities.
- **Consumer Champions** - Advocates for the consumer perspective who make sure there is sufficient focus on how users benefit and on the promotion of inclusivity, fairness and transparency.
- **Ecosystem Synthesisers** - Connectors who identify potential partnerships, stakeholders, and cross-sector collaborations that drive forward innovation
- **Closers** - Closers summarise insights, link ideas and keep the team on track by bridging gaps between concepts and ensuring everyone is aligned.

When applying to participate in the Sprint, we ask that you:

- Complete the registration form, giving as much information as possible about relevant experience and initiatives in this space, as well as expressing interest in which role you would like to take on in discussions.
- Share any additional resources and expertise you may require across the two days so we can match you with the relevant experts.
- Confirm you are able to commit to the on-site AI Sprint at the FCA's London Office on January 29 and 30, 2025.
- Let us know if you have any additional requirements or adjustments to help you take part. The AI Sprint is an inclusive event, and we aim to accommodate requests wherever possible.

Following the closure of the application period we will:

- Review the applications and let you know whether your application has been successful by the end of December 2024.
- Provide full onboarding instructions through the AI Sprint bootcamp.
- We are committed to ensuring diversity at our sprints, so ask organisations who are nominating participants to please consider this when applying.

The spirit of the event

Collaboration

The AI sprint is an open event, bringing together a range of industry participants and stakeholders. We expect participants to be open to working with other participants.

Balanced participation

We aim to provide opportunities for a diverse group of entities to participate in the event and encourage participation beyond industry participants. To this end, we won't allow single organisations to bring large teams so we can ensure a balanced approach to contributions.

Logistics

Participants will be required to self-fund participation in the event, including any travel and accommodation. Catering will be provided for both days of the event.

Intellectual property

The AI Sprint is an ideation event, and we ask that you participate as collaborative inventors. Participation means engaging in the spirit of the event by sharing your knowledge and also by collaborating with other participants.

Next steps

[Visit our application page to apply to the AI Sprint](#)

To apply to take part in this AI Sprint as a participant, please complete your application no later than midnight of Monday 9 December. We will let you know whether you have been successfully accepted as a participant of the AI Sprint by the end of December 2024.

We will be focusing on the topics set out above and the FCA will be responsible for establishing the teams. We are keen to discuss at an early stage the roles and capabilities you could bring to the AI Sprint, so please give us as much information as you can in your application.

If you are unable to attend or are not accepted to participate in the Sprint, we still encourage you to contribute to the other components of the [AI Lab](#). You are welcome to apply to participate in or observe the AI Spotlight, and/or provide feedback via the AI Input Zone.

Communications approach

We are supportive of participants discussing their involvement in our AI Sprint. Once participants are confirmed and announced by us by the end of December, participants can share supporting communications via social media, as well as during and after the AI Sprint using [#FCASprint](#) [#AISprint](#).

Press

Any wider communications (including digital content or press releases) that refer to the AI Sprint must be agreed with the FCA Press Office prior to release.

Nature of participation

Participants are advised to use the term "collaboration" instead of "partnership" in any communications.

For any further queries, please contact the AI Lab Team at AILab@fca.org.uk

Privacy and consent for the AI Sprint

As part of the AI Sprint, the FCA (Financial Conduct Authority) will collect and process your personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018 (DPA 2018). The FCA acts as the data controller, and your data will be used specifically for the purpose of administering and managing your participation in the AI Sprint.

We collect personal data, including but not limited to your name, email address, and organisation details to:

- Facilitate your application and potential participation in the AI Sprint.
- Verify your identity for access to the event.
- Communicate updates and information about the AI Sprint.

The Lawful Basis for Us Obtaining and Using This Personal Data

We use this personal data under Article 6(1)(e) of the UK GDPR (it is necessary for the performance of a task carried out in the public interest) and Section 8(c) of the DPA 2018 (processing necessary for the exercise of a function conferred on a person by an enactment or rule of law). Since some of these activities are entirely optional for an individual's participation, Article 6(1)(e) would not be the appropriate lawful basis to rely on alone for processing in certain scenarios. In these circumstances, we also obtain appropriate consent from the individuals who participate in such activities, under the UK GDPR Article 6(1)(a) and/or Article 9(2)(a).

Data Sharing

The FCA will share your personal data with third-party service providers involved in the delivery and management of the AI Sprint. Cvent, will act as a data processor under FCA's instructions, in line with its own privacy policies. We ensure that Cvent and other third-party service providers follow strict confidentiality and data protection standards. Your data will not be shared with third parties for marketing purposes without your explicit consent.

[Personal data and communicating FCA news and events](#)

Your application will be processed via the [AI Lab Launch Cvent page](#).

Data Retention

We will retain your personal data for as long as necessary to fulfill the purposes outlined above, or as required by law. Further information on our retention policy can be found in FCA's privacy notice using the link below.

Your Rights

Under the UK GDPR, you have the right to:

- request access to, and deletion or correction of, information about you
- object to the way in which we use information about you
- request that your personal data be transferred to another organisation
- complain to the Information Commissioner's Office if you are unhappy about the way we use information about you
- If you wish to find out what personal data, if any, we hold about you or if you wish to exercise any of your other privacy rights, you can contact our Information Disclosure Team. To enable us to process your request as quickly as possible, we will need you to provide us with some information about yourself. You may find it helpful to complete our [individual rights request form](#).

FCA Privacy Notice

www.fca.org.uk/privacy

For further information, you can contact us at:

FCA, 12 Endeavour Square, London, E20 1JN

Email: ALLab@fca.org.uk

By proceeding with your application via the Digital Sandbox, you acknowledge and agree to the collection and use of your personal data as described.

