EVERSHEDS
SUTHERLAND

AI + Sports
2025 Update

September 22, 2025

ACC Association of Corporate Counsel
SAN FRANCISCO BAY AREA
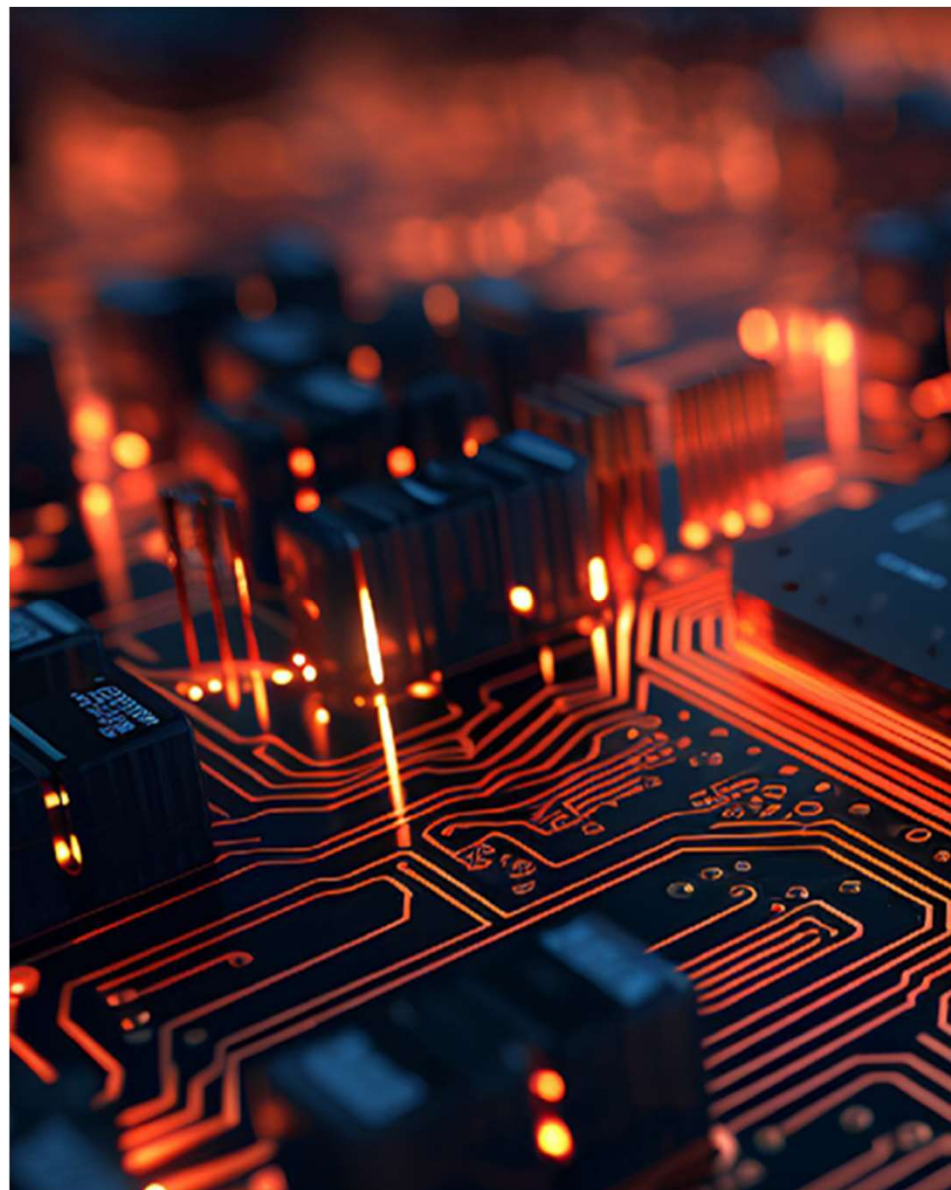
Disclaimer

This presentation does not, and is not intended to, constitute legal advice. All associated information, content and materials are made available for general informational purposes only. The views expressed during this presentation are those of the individuals speaking in their individual capacities only and not those of their respective employers.

Today's agenda

- **5:30 – 6:30   CLE program**
  - Updates on the regulatory landscape
  - AI applications in Sports
  - Role of In-house Counsel and Executives
  - Q&A
- **6:30 – 6:45   Move to suite**
- **6:45 – 10:00   Giants vs. St. Louis Cardinals**

AI + Sports 2025 Update

Speakers

Hannah Wilkins

Head of International Technology sub-sector
Eversheds Sutherland

Baird Fogel

Partner-in-Charge, San Francisco
US Sports Practice Lead
Eversheds Sutherland

Nasser Ali Khasawneh

Global Head of AI & TMT
Eversheds Sutherland

Bill Schlough

Chief Information Officer
San Francisco Giants

Updates on the regulatory landscape

AI regulations across the map

Jurisdictions featured:

Argentina, Australia, Bangladesh, Brazil, Canada, Chile, China, Colombia, Egypt, EU, India, Indonesia, Israel, Japan, Mauritius, New Zealand, Nigeria, Peru, Saudi Arabia, Singapore, South Korea, Taiwan, United Arab Emirates, UK, US

Image credit: IAPP

AI + Sports 2025 Update

Overview of EU, UK, and US AI Regulations

EU AI Act and Directives

The EU AI Act regulates high-risk AI systems with phased prohibitions starting February 2025, ensuring safe sports deployment. Complementary GDPR and Product Liability Directive also apply.

UK Sector-Specific Approach

UK encourages regulators to enforce AI principles of safety, transparency, fairness, accountability, and contestability without statutory enforcement duty.
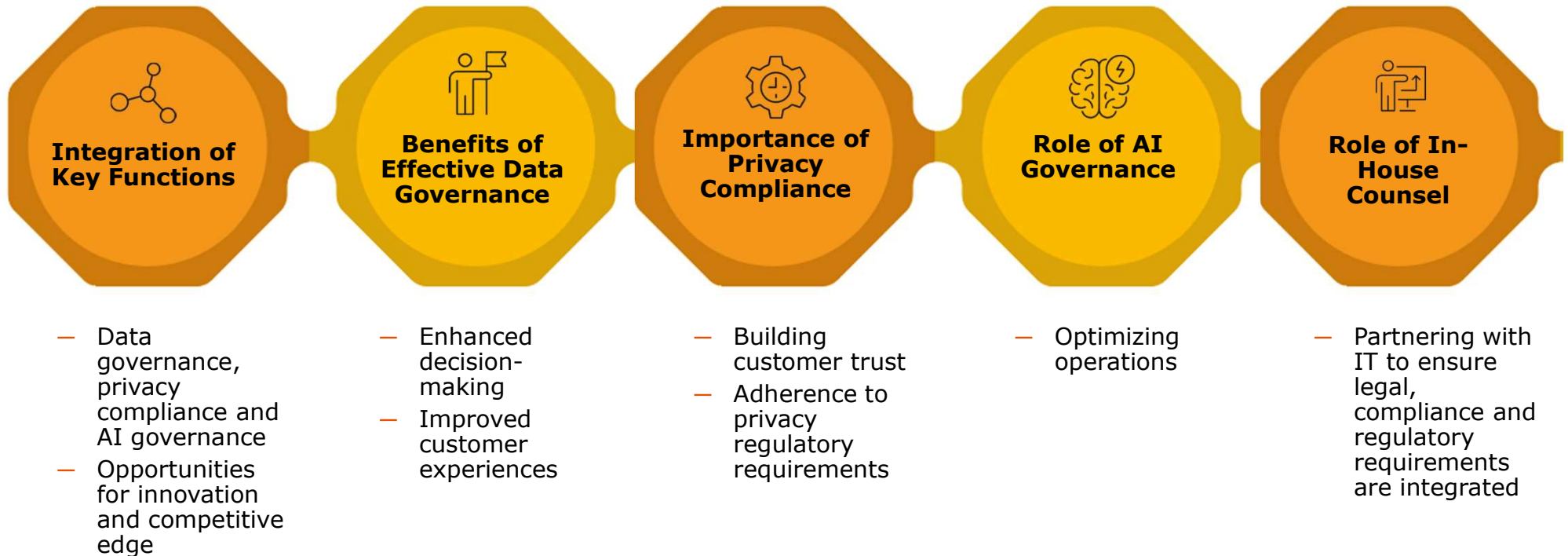
US AI Sports Regulations

US regulations protect sports bettors' data privacy and require cybersecurity disclosures for AI risks, involving agencies like the Massachusetts Gaming Commission and SEC.

AI applications in Sports

Overview of integration benefits

Integration of Key Functions

— Data governance, privacy compliance and AI governance
— Opportunities for innovation and competitive edge

Benefits of Effective Data Governance

— Enhanced decision-making
— Improved customer experiences

Importance of Privacy Compliance

— Building customer trust
— Adherence to privacy regulatory requirements

Role of AI Governance

— Optimizing operations

Role of In-House Counsel

— Partnering with IT to ensure legal, compliance and regulatory requirements are integrated

AI + Sports 2025 Update

Data in Sports

Reducing Fan Friction

— As teams and venues increasingly turn to digital tools to enhance the fan experience — whether through mobile apps, smart ticketing, facial recognition for entry, or in-stadium cameras tracking movement and engagement — also collecting vast amounts of personal data.

— This includes not only names and emails, but also geolocation, behavioral patterns, and in some cases, biometric identifiers like facial scans or gait analysis.

Monetization and Risk

— These technologies offer powerful opportunities for personalization and monetization, but they also trigger risks of class-action litigation, regulatory scrutiny and public backlash.

— Contracts with vendors supplying these technologies must include clear provisions on data ownership, use limitations and security obligations —liability can result for vendors' mishandling of fan data.

Protecting Fan Data

— Organizations also must ensure that their privacy policies and consent mechanisms are not only legally compliant, but also understandable and accessible to fans.

— As with athlete data, the key is to treat fan data not just as a marketing asset, but as a regulated resource requiring careful stewardship.

AI Integration in Sports

Athlete Performance & Health

    Wearable tech & biometrics (e.g., Catapult Sports, Kitman Labs)
    Injury prediction & recovery analytics
    Video-based tactical analysis (e.g., Hudl)

Scouting & Recruitment

    AI-driven talent identification
    Performance data for contract negotiations

Broadcasting & Media

    Automated highlights & streaming (e.g., WSC Sports)
    Content personalization & delivery

Fan Engagement

    AR experiences & AI chatbots
    Social media analytics

Venue Intelligence

    Crowd behavior analysis
    Stadium operations optimization

Legal Considerations

    Data ownership & privacy
    Compliance with AI regulations

AI + Sports 2025 Update

Contractual Provisions and Sports Betting Risks

Contractual Data Protections
Contracts address data ownership, classification, and security standards protecting sensitive athlete and biometric data.

AI Impact on Sports Betting
AI advances include predictive analytics, fraud detection, and dynamic odds, transforming the sports betting industry.

Legal Complexities and Compliance
New legal challenges arise around copyright, misuse of AI bots, and regulatory compliance in sports betting.

Multidisciplinary Legal Approach
Managing AI risks in sports requires expertise in data privacy, cybersecurity, intellectual property, and regulations.
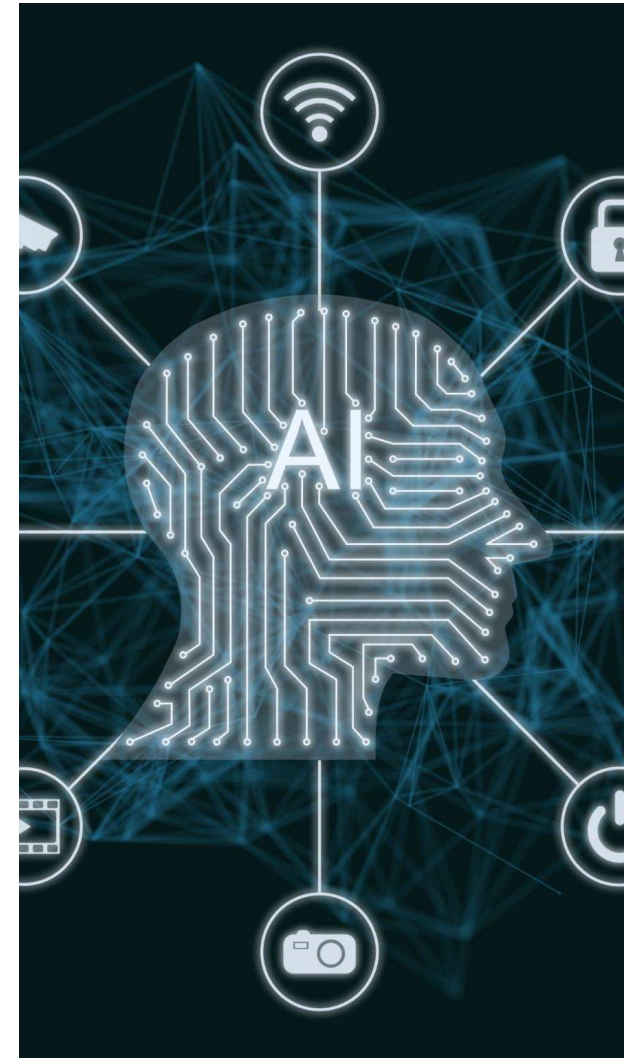
AI governance

Definition of AI governance

Ensuring responsible and ethical use of AI systems

Key issues in AI governance

Fairness
Prevents discrimination and bias in AI-driven decision-making processes

Transparency
Ensures that AI operations are understandable and traceable

Accountability
Establishes clear responsibility for AI outcomes

Explainability
Makes AI decisions interpretable to stakeholders

Role of In-house Counsel and Executives

Merging legal and regulatory requirements with tech advancements and client needs

→ **Integration of Legal and Regulatory Considerations**

— Ensuring compliance with data governance

— Maintaining privacy compliance

— Implementing AI governance frameworks

→ **Partnership with IT Teams**

— Collaborating to integrate governance frameworks

— Understanding your client so that you know the risks that could interfere with their priorities and strategy

— Ensuring technological advancements meet legal standards

AI + Sports 2025 Update

Strategies for collaboration

Cross-functional teams

— Establish teams with members from legal, compliance, risk, IT and business units

— Address governance issues holistically

Regular training

— Conduct training sessions for stakeholders

— Update stakeholders on regulatory changes and best practices

Continuous monitoring

— Implement systems for ongoing monitoring

— Assess governance frameworks for compliance and effectiveness

AI + Sports 2025 Update

Conclusion

Integrating data governance, privacy compliance, and AI governance drives innovation, efficiency, and trust.

→ **Integration of Governance Frameworks**

- Combines data governance, privacy compliance, and AI governance
- Enhances innovation and operational efficiency
- Builds customer trust
- Ensures regulatory compliance

Role of Executives and In-House
→ **Counsel**

- Works closely with IT teams
- Navigates complex governance areas
- Unlocks new potential for organizations

→ **Benefits for Companies**

- Streamlines processes
- Enhances customer experiences

Q&A

EVERSHEDS
SUTHERLAND

eversheds-sutherland.com