

Doing AI Business In Vietnam?

Here's What the New AI Law
Requires.

March 2026



Background

- *The new AI law (“Luật Trí tuệ nhân tạo”) came into effect on March 1, 2026.*
- *One of the first in Southeast Asia.*
- *Modelled after the EU AI Act, with a greater focus on sovereignty.*
- *Impact Vietnamese or foreign entity involved in AI activities in Vietnam. Violators face civil liability for damages, as well as potential administrative or criminal sanctions.*
- *Scroll through to learn more*



Risk Based Approach

High Risk



Systems that could **significantly harm** life, health, rights, or national security.

Requirements:

- Mandatory conformity assessment
- Strict data governance, Human-in-the-loop design.

Medium Risk



Systems that could **mislead or manipulate** users (e.g., deepfakes).

Requirements:

- Transparency obligations (labeling AI content)
- Reporting to the government.

Low Risk



Systems that don't fall into the above categories.

Requirements:

- Encouraged to follow basic transparency and safety standards.



Prohibited Acts

- *Using AI to violate the law or infringe on others' rights*
- *Using deceptive elements to intentionally manipulate human behavior*
- *Exploiting the vulnerabilities of protected groups (children, the elderly, or people with disabilities)*
- *Spreading fake content that threatens national security or public order*
- *Bypassing human oversight or disabling safety mechanisms*



Key Principles and Requirements

1

Human-in-the-Loop

AI must **serve humans**, not replace human authority or responsibility. Human oversight remains paramount in AI deployment.

2

The "AI Label"

Any AI-generated audio, video, or images that could be mistaken for reality **must be clearly labeled**. Transparency is mandatory.

3

Strict Liability

If a high-risk AI system causes damage—even if operated correctly—the **deployer is responsible** for compensating the victim.

4

Ethics Framework

The Ministry of Science and Technology will issue a **National AI Ethics Framework** to guide responsible AI development.



Implementation Timeline

- *March 1, 2026 - law came into effect.*
- *Transition periods for existing systems: 18 months for AI in healthcare, education, and finance. 12 months for all other AI systems.*
- *Exemption: AI used exclusively for defense, national security, or cipher activities.*



Pain Points

Common Questions We're Hearing:

- *Which of our AI systems qualify as high-risk?*

- *How do we prepare documentation for conformity assessment?*

- *What does “human-in-the-loop” mean for our chatbot?*

- *How do we label AI-generated content across platforms?*



Opportunities

- *If your organization has already implemented controls for the EU AI Act, identify leverage opportunities.*
- *Explore how your organization can participate in the AI Sandboxes*
- *Understand Vietnam's long-term AI goals (e.g., National AI Infrastructure, Vietnamese Language Models, National AI Development Fund) for further alignments.*



Is Your Organization Ready?

- *Have you classified your AI systems by risk level?*
- *Do you have human-in-the-loop controls documented?*
- *Are you labeling AI-generated content?*
- *Do you have a compliance roadmap for the upcoming deadlines?*



Want to learn more?

- *Contact us to discuss how your company can meet the compliance requirements and leverage the opportunities this new law presents.*
- *Email: hello@virtualprivacy.org*
- *Visit us at www.virtualprivacy.org*

