Ms. Margrethe Vestager
Executive Vice-President for a Europe fit for the Digital Age, European Commission

Mr. Thierry Breton
Commissioner for Internal Market, European Commission

Mr. Didier Reynders
Commissioner for Justice, European Commission

Sent by email

Brussels, 20th January, 2020

Dear Executive Vice-President, dear Commissioners,

Tech industry recommendations for a European regulatory framework for Artificial Intelligence

Artificial Intelligence has enormous potential to address Europe's major challenges, such as climate change, healthcare, safer transportation and competitiveness. AI applications however also raise valid questions. We welcome your efforts to formulate a European approach on artificial intelligence, including its human and ethical implications. This is an opportunity to design a framework that ensures that AI will be truly beneficial to European consumers, businesses, researchers and governments.

We hope the EU's new AI framework will be both enabling, to maximise the benefits of AI, while also mitigating risks. While co-regulation will be an important component, we recognise that some regulation will be needed, e.g. to target specific misuse.

We specifically offer the following **recommendations for an EU regulatory framework for AI**:
- Boosting Europe's competitiveness: Investments, education, re-skilling, and an innovation-friendly EU regulatory framework, will be key to make Europe a leader in AI.
- Principles-based: A European approach to AI should build on European values and be directed by a set of high-level principles, e.g. on ethics, transparency, non-discrimination, security, and clarity on responsibilities.
- Targeted regulatory intervention rather than a one-size-fits-all: AI is a general purpose technology, just like the steam engine and electricity were. To avoid limiting AI's potential and development in Europe, regulatory action should be risk-based and focus on the most sensitive types of AI applications and sectors, e.g. public health.

- Based on evidence and stakeholder involvement: In accordance with the EU 'better regulation' principles, we encourage the European Commission to consult stakeholders, conduct impact assessments, and then act based on clear evidence.
- Taking stock of existing EU legislation and industry best-practices: The EU's approach should consider existing EU law, e.g. data protection, consumer law, competition law and sectoral regulation. It should also take into account industry efforts to design and implement AI principles and standards.
- Setting a high global standard: Dialogue with like-minded partners and organisations, such as the United States, the OECD and ongoing standardisation activities, to strive for high global standards for responsible use of AI applications.

We hope our recommendations can support your important efforts to ensure that AI will be truly beneficial to European consumers, businesses, researchers and governments. We stand ready to provide further information.

Best regards,

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