

1. STEERING BRIEF

Scene Setter

You will meet [REDACTED] Booking.com. [REDACTED] at Booking.com, will accompany [REDACTED]

[REDACTED] would like to briefly introduce booking.com to you and to share [REDACTED] company's view on the regulatory environment in the EU and how it affects tech businesses.

Furthermore, [REDACTED] proposes to exchange views on artificial intelligence. Booking.com considers itself a technology company and uses artificial intelligence to run chat bots for users and to improve their service e.g. through A/B experiments on customer and employer preferences.

[REDACTED] is also interested in the ongoing discussion on ethical aspects of artificial intelligence.

Background

Platforms:

In April 2018, the Commission proposed a regulation on online platforms that sets out the obligations of the platforms towards the business that use them.

The regulation contains measures that could be considered “soft law”, for example the obligation of platforms to have transparent rules and procedures for the various services they provide to businesses, the obligation to list the reason why a business has been delisted from the platform, the obligation to set up an internal complain handling structure etc. The Commission has set up also an online platform observatory to monitor how the new rules foreseen in the regulation are applied. Depending on the progress achieved and based on the insights gained through the EU Observatory, the Commission will assess the need for further measures within three years after the regulation comes into force.

b) Artificial Intelligence

The EC considers the responsible application of artificial intelligence (AI) as a key factor for Europe's competitiveness. In April last year, we published an AI strategy and in December 2018 a coordinated plan prepared with Member States to foster the development and use of AI in Europe. Cooperation will focus on four areas: increasing investment, making more data available, fostering talent and ensuring trust.

The coordinated plan also deals with ethical questions raised by AI, for example potentially biased decision-making. A European group of experts, representing academia, business, and civil society, is working on ethics guidelines for the development and use of AI. After wide consultation through the European AI Alliance their report will be presented to the Commission in March.

CV [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

CV [REDACTED]

[REDACTED]

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[REDACTED]

[REDACTED]

[REDACTED]

Booking.com:

Established in 1996 in Amsterdam, Booking.com has grown from a small Dutch start-up to one of the largest travel e-commerce companies in the world. Part of Booking Holdings Inc., Booking.com now employs more than 17,000 employees in 198 offices in 70 countries worldwide.

The Booking.com website and mobile apps are available in over 40 languages, offer 28,887,666 total reported listings, and cover 145,559 destinations in 228 countries and territories worldwide.

Booking.com considers itself a data based technology company and uses both machine learning and Artificial Intelligence for ranking of their offers, translation, chat bots and for tens of thousands A/B experiments to optimise their service and their websites. A third of the data managed by booking.com are already provided by users (customer reviews, travel tips, etc.).