

De: BUSA Lucrezia (VDL-CA-19.CAB STAFF)
A: [REDACTED] (VDL-CA-19.CAB STAFF)
Cc:
Titre: Minutes of the meeting with Google 01/12/2021

Meeting with Google (1 December 2021)

On 1 December, Commissioner Reynders (accompanied by HoC Tuts, another member of Cabinet and a colleague from JUST C4) met with [REDACTED] Google. The main topics that were discussed concerned international data flows, AI, political advertising and consumer protection.

Regarding international data flows, Commissioner Reynders referred to the Commission's ongoing work to facilitate trusted data transfers, including its engagement with international partners with a view of reaching an adequacy decision. The Commissioner also informed that a lot of progress was made in the ongoing negotiations with the US on a successor arrangement to the Privacy Shield, although certain outstanding issues still remain. Google expressed the hope that a solution can be found that would not require Congressional action.

With respect to political advertising, Google called for a more specific definition and underlined the importance of shared responsibility between advertisers and platforms. Commissioner Reynders provided an update on the proposed legislation, explaining that it is based on a broad definition of 'political advertising' and aims at providing transparency to users as regards political ads and sources of funding. The Commissioner also referred to the stricter rules for targeted political advertising using sensitive data and the need to ensure strong oversight at national level.

Concerning AI, Google welcomed the AI Act, while calling for additional clarity on the liability regime and referring to the need to take into account the degree of intent and foreseeability in this respect. Commissioner Reynders explained that the proposal follows a risk-based approach and identifies high risk areas such as law enforcement and health. It includes requirements to ensure appropriate documentation and testing of high-risk AI applications, as well as adequate human oversight and reliability and accuracy of the systems.

Finally, Commissioner Reynders informed about the Commission's intention to initiate a dialogue with the United States on consumer protection and ongoing contacts with the Federal Trade Commission. Google expressed its interest in supporting this initiative.