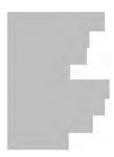**Meeting with** ▮▮▮▮▮▮▮ **Microsoft, 18 May 2022**

Participtans:

Microsoft:

COM:

Věra Jourová (Vice-President for Values and Transparency)
Renate Nikolay (Head of the Cabinet)
Daniel Braun (Deputy Head of the Cabinet)
Wojtek Talko (Member of Cabinet)

VPJ outlined relevant political initiates of the Commission, such as DSA, DMA, transparency of political ads regulation, AI and Data Acts. She also stressed the importance of revising the Code of Practice on Disinformation and cited the worrying example of the Russian information manipulation and disinformation efforts. She appreciated Microsoft's constructive engagement in revising the Code. On Privacy Shield she added that the negotiations in principle are concluded and now the Commission is waiting for detailed texts from the US.

▮ welcomed the opportunity to meet. ▮ stressed political ads online and microtargeting are important areas for regulation because they can help to address the divisions of society ("bubbles"). ▮ informed that Microsoft is moving away from running political ads on its platforms. On disinformation, ▮ informed ▮ and ▮ company invest a lot in addressing it, but feels there is still many gaps in understanding the problem in details, especially when it comes to disinformation from Russia. In ▮ view Russia is active and sophisticated in its disinformation operations, and the online advertising ecosystem contributes to finance disinformation outlets.

In the discussion, VPJ and ▮ agreed it is important to study disinformation in different languages ▮ stressed Microsoft is engaged in different events and projects on the impact of disinformation and tech in general on democracy. ▮ stressed there was a need to invest in data and analytics centre around the world to understand disinformation better. NewsGuard is one of the projects where Microsoft is cooperating, but the challenge remains to bring everyone on board.

VPJ stressed that the digital companies also need to get better, in particular they have to facilitate access to their data for researchers and others to allow detection and exposition. She stressed there was a need to understand better amplification tools and patterns across all languages.