Meeting between EVP Margrethe Vestager and Snap Inc.
June 26 at 10:30–5:00
Room 11/096 Le Berlaymont, 1049 Brussels

Participants Snap Inc.
- Snap Inc.
- Snap Inc.
- Snap Inc.
- Snap Inc.
- Avisa Partners

Participants Cabinet of EVP Vestager:
- Margrethe Vestager, Executive Vice President
- Werner Steng, Cabinet Expert
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The meeting took place on the initiative of the Snap Inc.

Snap Inc. started the meeting by commenting on its efforts in Artificial Intelligence (AI) with respect to the AI Act and its internal regulatory standards. Specific to Snap Inc.’s chatbot “My AI”, over 99.5% of responses generated by the ChatGPT-based AI model follow Snap Inc.’s community guidelines. The remaining responses violating the guidelines are caused primarily by the repetition of inappropriate content inputted by users. Thus, Snap Inc. stressed the importance of focusing on human misuse of AI.

Furthermore, Snap Inc. emphasized its efforts to create safeguards for its products (e.g., to ensure age-appropriate content). One method used by Snap Inc. is red-teaming, where experts pretend to be threat actors to manipulate the intent of Snap Inc.’s products. Snap Inc. reported these efforts as an ongoing process in which a trade-off between the numerous positive examples and the few negatives is carefully considered.

Next to the technical undertakings, Snap Inc. commented on their communication efforts. Snap Inc.’s products are strongly connected to their companies’ values. In this context, Snap Inc.’s aims to improve its communications, i.a., to generate visibility and interconnectedness of its community, whose primary target group is, according to Snap Inc., often neglected by politics and media. In addition, Snap remarked on their financial standing in relation to other companies using AI, which have more capacities to address negative examples inappropriate use of AI.

Moreover, Snap Inc. expressed support for the AI Act and commended the legislators on the risk-based approach. Simultaneously, Snap Inc. expressed interest in the AI Code of Conduct, stressing the importance of international cooperation and reiterating its motivation to collaborate closely with regulators.

EVP Vestager took due note of Snap Inc.’s comments.