Meeting between Werner Stengg and Salesforce

July 22 at 10:30–11:00
Werner Stengg Office 12/105 Le Berlaymont, 1049 Brussels

Participants Salesforce:

Participants Cabinet of EVP Vestager:

- Werner Stengg, Cabinet Expert
- Stagiaire

The meeting took place on the initiative of Salesforce.

Salesforce started the meeting by commending the European Commission on its leadership with the Artificial Intelligence (AI) Act. In particular, Salesforce complimented the risk-based approach of the regulatory framework, stressing the methodological alignment of the AI Act with Salesforce’s own approaches towards regulating AI and, more generally, towards Salesforce’s commitments to the ethical and human use of technology.

Furthermore, Salesforce commented on its AI model called “Einstein GPT”, launched in June 2022. As a Large Language Model (LLM), “Einstein GPT” is the world’s first generative AI model for Customer Relationship Management (CRM). In its development and deployment, Salesforce stressed three characteristics for the safe and secure use of the model. First, accountability. According to Salesforce, different actors in the AI value chain bear different responsibilities that need to be transparent. For example, Salesforce considers any control of data (e.g., as input for training AI architectures or as input for inferences of AI models) with a relatively high portion of responsibility. Second, dynamic grounding. In the process of fine-tuning an LLM with use-case specific information, data between actors in the AI value chain should have zero retention or otherwise be appropriately masked. Third, interoperability. Salesforce highlighted its past principles of open frameworks in technology products, stressing that similar standards should also apply to new technologies such as LLMs with the extension of additional trust layers.

Lastly, Salesforce expressed support for the European Commission’s AI Code of Conduct. Salesforce offered its availability to stress test ideas, highlighting its perspective in engaging with smaller LLM developers. Additionally, Salesforce offered to share opinions from its chief scientists to contribute to the ongoing efforts.

Werner Stengg took due note of Salesforce’s comments.