

July 7th, 2023

Dear Executive Vice-President Vestager,

Thank you for meeting me in Brussels last week. I found it to be an open and inspiring conversation.

In particular, I am grateful for your leadership and long-term commitment to creating a strong EU regulatory framework which promotes competition in digital markets and fairly considers companies like Snap.

I was pleased to have the opportunity to discuss AI and our experience with My AI, as well as learn more about your vision to foster global standards and drive the development of trustworthy generative AI. As mentioned, our recommendation is to explore possible safeguards and measures to control the risks posed by the misuse of AI, which based on our direct experience is an aspect of this technology requiring careful consideration. The safeguards we have built and continue to develop in our products, including My AI, are part of our unwavering commitment to online safety, particularly for minors. We welcome the EU initiative to work on an industry-wide approach on age assurance and we are eager to contribute our perspective and experience as appropriate to the Commission.

I believe it's important to establish a thoughtful and risk-based approach to regulating AI to avoid stifling technological developments in the EU. Among other things, AI is a key enabler of immersive technologies and the possible unintended consequences of broad provisions banning specific categories of AI regardless of their intended use-case, such as biometric categorization AI, need to be carefully considered.

I welcome the opportunity to keep an open dialogue with you on these points and please don't hesitate to get in touch should you wish to discuss anything further. I wish you every success for the remainder of your important mandate!