



Europe favours a responsible Digital Single Market

(Brussels, 25 April 2018)

The European Commission launched today the 3rd Data Economy Package aiming to assess emerging data issues to ensure a fair Digital Single Market. Also, the Communication on Artificial Intelligence (AI) was released – the EU's first step to look at the ethical questions surrounding AI.

BusinessEurope Director General Markus J. Beyrer commented:

“Comprehensive assessment is a good approach to foster digital technologies. Not every technological advance needs to be followed by legislation, only real market failures should be legislated for. The existing liability framework is fit for purpose. Although completely autonomous systems could need adapted rules in the future – we are not there yet.

We need a balanced approach for the access of data. Openness is essential for the development of the digital economy, at the same time it is crucial that investments are protected. In our Digital Single Market, we prefer having contractual solutions because a number of parties with various roles are involved in the provision of digital services.”

Regarding the Communication on Artificial Intelligence, **Beyrer said:**

“Promoting investment in Artificial Intelligence technologies is essential to realise the full economic and societal benefits they derive. At the same time we need trust in new technologies. That is why we are supporting the Commission in setting up its high-level expert group on these topics. It is important to have dialogue with all actors on the variety of challenges AI poses to ensure its responsible roll-out.”

While the Commission is promoting AI in Europe through this Communication, it is also hampering it through continued support of the ePrivacy proposal. This urgently needs a re-think in all institutions.

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PRESS RELEASE

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