

CMA response to DCMS pro-innovation approach for regulating AI



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The CMA has responded to the establishing a pro-innovation approach to regulating AI consultation, led by the Department for Culture, Media and Sport (DCMS). The consultation sought views on a proposal to adopt a principles based approach to regulating AI in the UK.

The CMA's response highlights the importance of equipping regulators with the appropriate tools to intervene against the most harmful practices of AI systems, welcomes government's support for voluntary regulatory fora such as the Digital Regulation Cooperation Forum (DRCF) as a means of avoiding algorithmic harms from being missed as a result of gaps between regulators priorities, and emphasising the importance of advocating a risk-based approach internationally – evolving that position as AI technology develops and matures.

For queries relating to the CMA's response, please contact the CMA advocacy team by email at advocacy@cma.gov.uk.

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